



KARNATAKA STATE OPEN UNIVERSITY

Manasagangotri, Mysore - 570 006

First Year MA in
MASS COMMUNICATION AND JOURNALISM

SELF INSTRUCTIONAL MATERIAL



COURSE I : PRINT MEDIA

BLOCK I : PRESS IN INDIA

KSOU: A Pioneer in Open and Distance Education

The history of Karnataka State Open University dates back to 1969 in which the erstwhile institute of Correspondence Course and Continuing Education (ICC&E) was established under the patronage of the University of Mysore. KSOU in the present form of Open and Distance Learning system took its birth in 1996 as eight such open university in the country. Today the KSOU is one of the well established and highly reputed open university, generating human resources through innovative academic programmes.

Located amidst pristine surroundings of the Manasagangotri campus in Mysore, the cultural capital of Karnataka. KSOU is committed to provide access to higher education in general and knowledge information in particular to the masses, with innovative methods of teaching. The university has successfully completed ten years of existence and has served the educational needs of half a million students from all over the Indian subcontinent. KSOU as a prime university is committed to remove the disparities and bring about much needed corrections in the higher education system. The Karnataka State Open University thrives and is in the forefront to fulfill the constitutional obligations in terms of access, quality, equity and equality with the motto of **Higher Education to Everyone, Everywhere.**

Karnataka State Open University's innovative steps in certain areas have been recognized as the long strides in open and Distance education thus finding a coveted place for itself in the area of ODLE. Since switching over to ODLE in 1996, the university has served more than three lakh students in various academic disciplines. The university offers 56 academic programmes leading to Certificate, Diploma, Degree and Post Graduate Degrees.









The number of students enrolling to various programmes of the university is expected to grow considerably in the coming years and the institution is gearing up to meet the new challenges. The Degrees, Diplomas and Certificates offered by KSOU are widely recognized and are on par with those awarded by any other University in the country and abroad. The university truly believes and tirelessly strides towards the concept of **Student First but Quality Foremost.**

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KSOU Objectives

-  To provide access and equity through open - flexible learning, which is relevant to learners, at their doorsteps.
-  To create individualized virtual learning spaces to the needs of the new age learners and to enable universal knowledge resource sharing through innovative pedagogy.
-  Better quality assurance and excellence through institutional collaboration and accessibility.
-  To ensure institutional determination towards emancipatory learning.
-  To create environment and knowledge media of first choice for learners and professionals worldwide.
-  To keep pace with the new age requirement and encourage proactive convergence of media and technology for teaching and learning.
-  To innovate, explore and practice new avenues in knowledge management and sharing for positive social intervention.
-  To ensure sustained efforts to interpret and operationalise learner's needs to develop new skills through collaborative learning.



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I MA - MCJ Paper - 1
Code: MCJ 11

COURSE I : PRINT MEDIA

BLOCK I : PRESS IN INDIA

Unit 1 : Nature and functions of the press	01
Unit 2 : Development of press in India	11
Unit 3 : Role of press in pre / post independent India	21
Unit 4 : Press in Indian languages	33
Unit 5 : Role of press in democracy	53

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First year MA - Mass Communication and Journalism
INSTRUCTIONAL DESIGN

COURSE: PRINT MEDIA **PAPER CODE:** MC 11

BLOCK I PRESS IN INDIA

- Unit -1 : Nature and functions of press
 - Unit -2 : Development of press in India
 - Unit -3 : Role of press in pre / post independent India
 - Unit -4 : Press in Indian languages
 - Unit -5 : Role of press in democracy
-

BLOCK II ORGANISATION AND MANAGEMENT

- Unit -1 : Nature and structure of newspaper / magazine
 - Unit -2 : Ownership pattern
 - Unit -3 : Organization and management of magazines
 - Unit -4 : Newspaper economics and small newspapers in India
 - Unit -5 : Circulation management
-

BLOCK III REPORTING

- Unit -1 : Concept of news and news values
 - Unit -2 : News gathering: Sources / methods
 - Unit -3 : News writing: Style and structure
 - Unit -4 : Specialised reporting
 - Unit -5 : Feature writing
-

BLOCK IV EDITING AND GRAPHIC ARTS

- Unit -1 : Purpose and process of editing
- Unit -2 : Principles of layout and design
- Unit -3 : Graphic presentation
- Unit -4 : Photo-editing
- Unit -5 : Opinion write-ups

First year MA - Mass Communication and Journalism
INSTRUCTIONAL DESIGN

BLOCK I RADIO

- Unit -1 : Development and features of radio
- Unit -2 : Radio in pre / post independent India
- Unit -3 : Program formats
- Unit -4 : Production techniques
- Unit -5 : Changing scenario in radio broadcasting

BLOCK II TELEVISION

- Unit -1 : TV medium: Characteristics and functions
- Unit -2 : Growth and development of TV in India
- Unit -3 : TV program formats
- Unit -4 : TV production techniques
- Unit -5 : Impact of TV on society

BLOCK III CINEMA

- Unit -1 : Growth and features of film medium
- Unit -2 : Major trends in Indian cinema
- Unit -3 : Film making
- Unit -4 : Types of cinema- advertisement, documentary, feature
- Unit -5 : Film and society

BLOCK IV FOLK MEDIA

- Unit -1 : Nature and importance of folk media
- Unit -2 : Folk media in India
- Unit -3 : Folk media in communication
- Unit -4 : Status of folk media
- Unit -5 : Integration of folk and mass media

First year MA - Mass Communication and Journalism
INSTRUCTIONAL DESIGN

BLOCK I INTRODUCTION TO COMMUNICATION

- Unit -1 : Nature, process and functions of communication
- Unit -2 : Levels of communication
- Unit -3 : Models of communication
- Unit -4 : Communication and culture
- Unit -5 : Government, society and communication

BLOCK II THEORIES OF COMMUNICATION

- Unit -1 : Nature and development of theory
- Unit -2 : Control and responsibility
- Unit -3 : Learning theories
- Unit -4 : Cognitive theories
- Unit -5 : Middle range theories

BLOCK III COMMUNICATION RESEARCH

- Unit -1 : Nature and significance of communication research
- Unit -2 : Approaches to communication research
- Unit -3 : Data analysis procedures
- Unit -4 : Audience research
- Unit -5 : Writing research reports

BLOCK IV ISSUES BEFORE MEDIA

- Unit -1 : Women and media
- Unit -2 : Children and media
- Unit -3 : Media and violence
- Unit -4 : Media and globalization
- Unit -5 : Media in public service

First year MA - Mass Communication and Journalism
INSTRUCTIONAL DESIGN

BLOCK I MEDIA LAWS

- Unit -1 : Features of Indian constitution
- Unit -2 : Freedom of speech and expression
- Unit -3 : Copyright and legislative previlages
- Unit -4 : Media laws
- Unit -5 : Right to information and right to privacy

BLOCK II MEDIA POLICY AND ETHICS

- Unit -1 : Press commissions
- Unit -2 : Autonomy of electronic media
- Unit -3 : Media ethics
- Unit -4 : Professionalism, media education / professional bodies
- Unit -5 : Press Council of India

BLOCK III COMMUNICATION TECHNOLOGY

- Unit -1 : Evolution and methods of printing
- Unit -2 : Application of computers in newspaper production
- Unit -3 : Communication satellites and their services
- Unit -4 : Internet and databases
- Unit -5 : Multimedia communication technologies

BLOCK IV CYBER COMMUNICATION

- Unit -1 : Internet
- Unit -2 : Online newspapers
- Unit -3 : Web publication and web design
- Unit -4 : Software packages for media workers
- Unit -5 : Prospective technology in media

First year MA - Mass Communication and Journalism
INSTRUCTIONAL DESIGN

COU **3E-V** **MASS COMMUNICATION** **PAPER CODE: MC-15**

BLOCK I COMMUNICATION FOR DEVELOPMENT

- Unit -1 : Concepts of development
- Unit -2 : Models of development
- Unit -3 : Media and social change
- Unit -4 : Environment and media
- Unit -5 : Communication for development in India

BLOCK II ADVERTISING

- Unit -1 : Advertising and society
- Unit -2 : Advertising agency
- Unit -3 : Types of Advertising
- Unit -4 : Advertisement copy writing
- Unit -5 : Advertising campaigns and effectiveness

BLOCK III PUBLIC RELATIONS

- Unit -1 : Meaning, nature and functions of PR
- Unit -2 : Types of public relations practices
- Unit -3 : Tools of public relations
- Unit -4 : Corporate communications
- Unit -5 : Public relations in India

BLOCK IV FREELANCING

- Unit -1 : Freelancing: Nature and scope
- Unit -2 : Techniques of freelancing
- Unit -3 : Scouting the talent
- Unit -4 : Feature syndicates
- Unit -5 : Specialized writings

FIRST YEAR MA - MASS COMMUNICATION AND JOURNALISM

COURSE I: PRINT MEDIA
BLOCK I: PRESS IN INDIA

Introduction:

The first block of course I - Press in India deals with the scenario of press as the mass media in the country. This block has five independent units dealing with nature and functions of the press, growth and development of press, role of press in pre and post independent India, press in Indian languages and the role of press in a democracy.

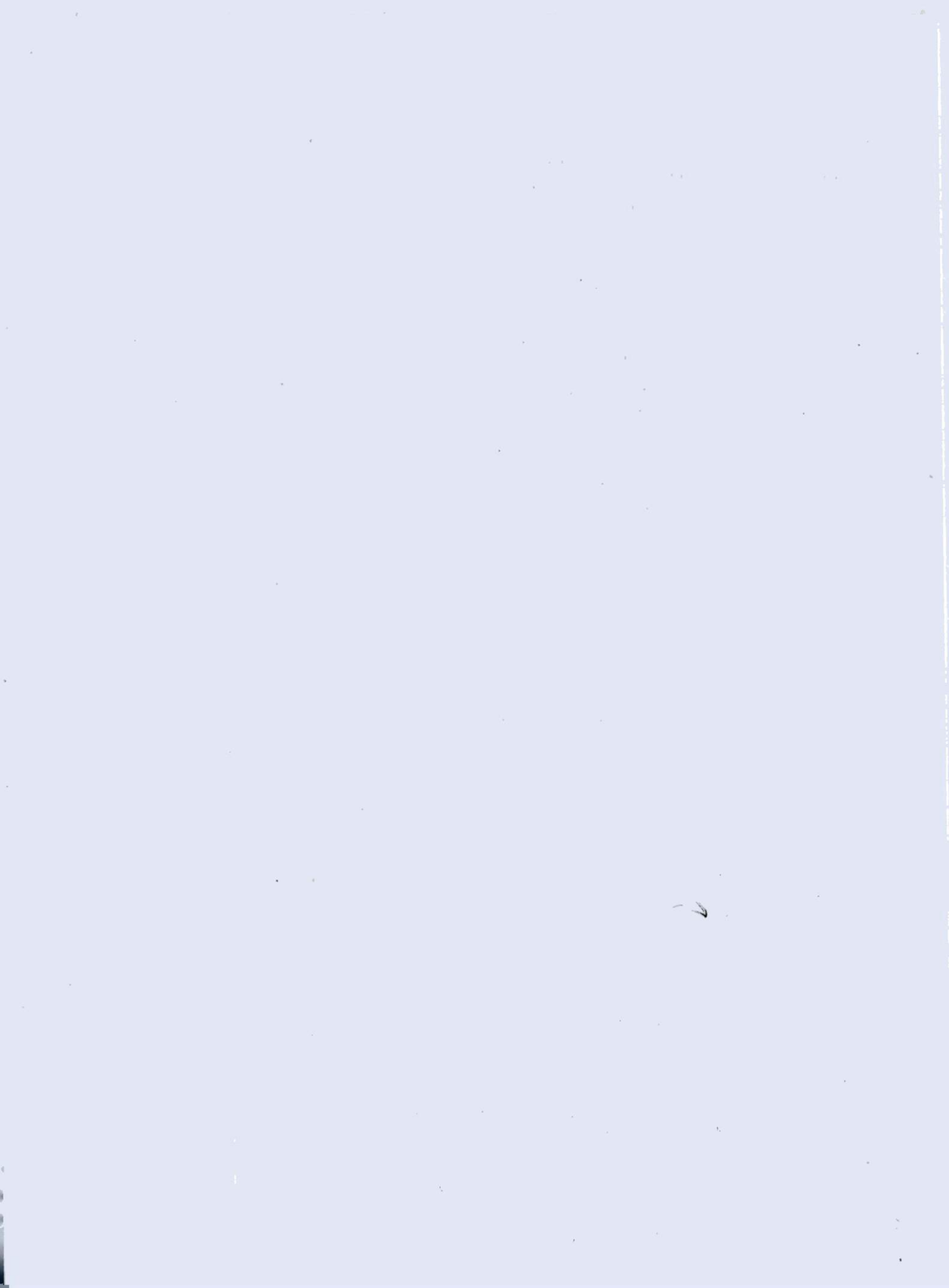
In unit one, you will study about the nature and functions of press as a medium of mass communication and understand its place and importance in modern society.

The second unit informs you about the early efforts of newspaper publishing in the country and the role played by the pioneers towards the press freedom.

In unit three, you will look back at the history of journalism in India and the role played by the press during and after the freedom struggle.

Unit four outlines the development of language newspapers, their contribution and their present status.

The last unit will focus on the role of print media in shaping opinions and the function it perfectly plays, that is of a watchdog in a democratic setup.



Unit 1 NATURE AND FUNCTIONS OF THE PRESS

Structure:

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Nature of the Press
 - 1.2.1 Classification of the Press
 - 1.2.2 Functions of the Press
 - 1.2.3 Information
 - 1.2.4 Education
 - 1.2.5 Entertainment
 - 1.2.6 Transmission of Culture
 - 1.2.7 Persuasion and Mobilization
 - 1.2.8 Other Functions
- 1.3 Let Us Sum Up
- 1.4 Check Your Progress
- 1.5 For Further Reading

1.6 OBJECTIVES

This is the very first unit of the course material you have received. The course material for the programme is developed and the units are structured according to the established pattern and the academic needs of the information seekers, under distance education mode. The first unit deals with the nature and functions of the Press as a medium of mass communication and will help you to understand its scope and importance in modern society. After reading this unit you should be able to:

- know the exact nature of the Press;
- find out the scope of the Press;
- understand the functions of the Press in a modern society, and
- grasp the changes taking place in the press.

1.1 INTRODUCTION

The Press is the oldest of the mass media. It has a history of more than five hundred years. Therefore, it is extremely important to identify its nature in a society being changed by new communication technologies. Besides, in any democratic society, the Press plays a vital role as a link between the people and the policy makers. Every citizen of a democratic country must be aware of its usefulness and power. Keeping these factors in view, this unit is designed so that we can understand the Press as a mass medium in general and its role in the modern society in particular.

1.2 NATURE OF THE PRESS

We shall begin with the nature and scope of the Press and then move on to its primary functions. As already mentioned, the Press is the oldest medium of mass communication. It is still important for maintaining and preserving a democratic society. Eternal vigilance is the cornerstone of any democracy. Truly, the Press performs the role of a watchdog in any democratic society. In fact, the Press is the eyes and ears of any society.

The Press is the result of the urge of human beings for self-expression and the urge to inform others and to be informed, about events around. Like other mass media - radio, television and film, the Press has also passed through various stages of development. In the first stage, it was a vehicle of expression, mainly for literary and personal opinions on men and matters. In the second stage, the Press became a mass medium catering to a large number of the population.

Of course, initially it was the only mass medium since other mass media arrived only during the later years of the nineteenth and early years of the twentieth centuries. In the third stage, it acquired the elements of becoming a commercial medium. And now in the fourth stage, the Press is slowly turning out to be a specialised medium of segmented consumers.

Here we should note that newspapers, magazines and all other printed publications put together constitute the Press. Compared to the other mass media, the Press has an advantage of "being a better display case or bulletin". By just glancing at a newspaper (or a magazine for that matter) readers can identify the contents and immediately know what events are happening in the world. The newspapers and magazines have better control over the news elements than other media. Readers can select the items of their choice and spend time on them. The daily newspapers in particular, by offering details of events that take place in the society, contribute for its vigour and vitality.

Newspapers are a permanent record and provide a detailed background. Repeated reference is possible for clarification and confirmation. However, reading demands literacy on the part of the readers. Reading habits start at a young age and continue to grow as the age advances. A true reader does not require friends. In a society based on information, it is quite natural that a person feels a sense of loss and at times is agitated.

In fact, a country's development is measured in terms of newspaper circulations and readership. Today, India has more than 50,000 publications and the circulation is also increasing. Similar to other media of mass communication, the Press too has an institutional structure which is meticulously organised. The entire operation in a newspaper organisation is exceedingly complex.

Millions of words pour into a typical large newspaper in any city from different sources, round the clock. These words must be sorted, selected, checked, evaluated, edited, re-written, set in type, laid out, made up into pages, printed and distributed to readers, all in less than 24 hours. This is the description of the work that goes on in a newspaper plant.

The basic task is to attract maximum attention of the readers and hold it for long without committing errors. The Press has five departments or operations - editorial, business, production, administration and management information system. Print Journalism thus encompasses several techniques and skills. A newspaper publishing or production can be termed as an art, a craft, a science and a profession.

Unlike other professions, the profession of Journalism has a higher quantum of social responsibility. It cannot be irresponsible since the printed word is believed more than anything else. We have seen how even a small rumour can ignite the passions of people and lead to endless violence, causing disharmony and destruction. That is why most newspapers exercise restraint while publishing sensitive news.

1.2.1 Classification of Press

Newspapers are mainly classified according to periodicity of their publication as daily newspapers and periodicals. The concept of weekly newspapers or Sunday newspapers is not much popular in India. Another classification of newspapers is based on their contents such as :

1. General newspapers and magazines
2. Professional magazines and
3. Institutional publications (including house journals)

We have morning newspapers, afternoon newspapers and evening newspapers depending upon the publication time of the day. In reality, most evening newspapers get published and circulated by noon.

Magazines are categorised as general interest and special interest magazines. While general-interest magazines are for the general public for general reading, the special-interest magazines are for special-interest groups of readers. The popular magazine classifications in India are:

- a. News magazines
- b. Economic magazines
- c. Film magazines
- d. Sports magazines
- e. Crime magazines
- f. Literary magazines
- g. Farm magazines, and
- h. Science and technology magazines.

In addition, we have magazines for women, magazines related to health and political magazines. The list is endless.

1.2.2 Functions of the Press

The modern Press has many functions to perform. However, there are five primary functions that have been recognised the world over. They are:

1. Information
2. Education

3. Entertainment
4. Persuasion and
5. Socialization.

1.2.3 Information

The Press is the primary source of information which is collected from different places, sorted and packaged to suit the readers. The collection of information is an enormous task. Because of the communication network, the news of events and issues in the world reach people instantaneously. People have a natural interest in knowing what is happening in their community, state, country and the world. Today collection and distribution of news is a big business.

Each medium has its own format and contents and audiences have become accustomed to such a content, which turns out to be its function. Any change in a medium's mix of basic functions is considered as a cause of identity crisis. Of course, functions do overlap. The information function is identified easily. The most important form of information is news. If you take any newspaper, the advertising content may exceed 60 per cent. Besides, there are contents aimed to entertain. The content range includes editorials, special columns, features and human interest stories. Sometimes they may appear sensational. Each newspaper has its own style of presentation. However, with all these varieties of contents, the primary function of the Press remains informational.

A newspaper gets news from news agencies, in addition to news from its own staff. The agencies have a network of news gatherers. News agencies supply news and pictures to various newspapers, radio stations, television networks and others. In a way the agency is in the business of selling information on current events round the clock. A news agency gets the details, pictures and related graphics of events from every nook and corner of the world. The information is processed and distributed to the member newspapers. This activity is now a big business.

The Press always attempts to be objective while diffusing news and information. Readers want to know what is happening in their locality, community and ultimately in the world without any colour being added. What they want is unadulterated and unbiased information. News and opinion are always separately treated. As C.P. Scott of Manchester Guardian said: "Facts are sacred, comments are free." We get facts in news and comments in editorials.

The new information technology has made access to information easy and in many developed countries information is considered power. Imagine a world without newspapers and magazines. Does it not look impossible? We shall go a little further.

The news of the Kargil conflict, the floods, the drought, the earthquake, the cyclone, the spectacular achievements of the IT industries, all these are of immense interest to the readers. Diseases and their prevention, plans and programmes of the governments, achievements of personalities and issues involving celebrities do attract the attention of the reading public, simply because man is a social animal. He has the curiosity to know about others as well as his own self. Stories of environmental degradation make people conscious of the need to protect the environment around them. The anti-plastic campaign is an outcome of this consciousness.

1.2.4 Education

The second major function of the Press is to educate the reading masses. The availability of information itself is enough to educate the people about happenings in the world. Information accumulated creates knowledge among people. New knowledge is gained by knowing current affairs. The Press, of course, is not a formal channel of education, but supplements and complements formal educational activities everywhere. Awareness promotes curiosity for more information.

As such, the transmission of knowledge itself will expedite intellectual development. It also helps in the formation of an individual's character and in learning skills essential for modern living. The educational function facilitates people to participate effectively in public life and also in the decision-making process in various institutions and communities.

The discussions and debates on issues concerning public welfare are the base of good education and vice-versa. And the press provides for opportunities for such debates in its columns.

1.2.5 Entertainment

The entertainment aspect of the Press is limited when compared to electronic media. However, comics, features, adventure stories, pictures, fiction, poems, film news and gossip provide entertainment to the readers. Humour series are for light reading. True that newspaper tends to be serious in nature except those that indulge in sensationalism. Quality newspapers and magazines do not promote indecent entertainment. A sizeable percentage of newspaper contents is about films, film personalities and film gossip.

1.2.6 Socialization

The Press is a powerful vehicle of cultural transmission. It is culturally oriented and all-pervasive. The print media, on one side, become part and parcel of an individual's experience, learning and knowledge. On the other, it is a part of the collective experience of different groups of people. In turn, this collective experience is reflected in arts and science, which again is a picture of the culture of any given society of the time.

Heritage is an accumulated effect of previous cultures and societies. It is transmitted by individuals, peers, parents, primary and secondary groups and the process of education. Cultural transmission is regularly and constantly updated, revised and influenced by new experiences. The use of the Press should be included as the process stabilises the customs and beliefs in a society.

When a child is born, its brain is blank. Gradually, it is socialized into the culture of its parents and elders. The process is continued in school and college. The Press or the media become instruments in socialization. As you are well aware, cultural transmission takes place at two levels. The first one is at the contemporary level. Here the Press helps in reinforcing the society's values. But at the same time it will also sow the seeds of change. The advertisements in daily newspapers are a proof of current living standards, values, tastes and preferences of the society.

At the historical level, the Press provides evidence for the historical growth of a society's culture. Contents of old issues of newspapers and magazines in comparison with those of the present day contents explain the transition and transmission of culture from one generation to another.

1.2.7 Persuasion and Mobilization

Like other functions of information, education, entertainment and cultural transmission, the persuasive function of the Press is equally important. Advertising is a fine example of persuasion. To make people buy a product or opt for a service, advertising uses persuasion. Activities of public relations, special promotion, image manipulation and creation of public opinion are all persuasive efforts, both overt and covert. Letters to the editor, editorials and opinion columns are clear examples of open persuasion. News columns and cartoons are examples of hidden persuasion. A political campaign through the columns of print publications is a form of pure persuasion. Much of the government news is nothing but propaganda to justify its plans, programmes and actions. Many items in the newspaper are there to persuade as well as to mobilize people to undertake worthy causes or participate in activities conceived to be generally useful to the entire society.

Without the advertising revenue, no newspaper or magazine can survive. For all practical purposes, mostly the persuasive function of the print media is covert, except the opinion columns. Often the informational, educational, persuasive and mobilizing functions of the press merge. The distinctions will be too subtle to identify.

1.2.8 Other Functions

Some other functions have also been listed here, which the Press either directly or indirectly performs. One such function has already been referred to socialisation. It needs further elaboration. People, who read newspapers, feel like sharing and discuss the information they have been supplied with. Another is social unity. By providing a common pool of knowledge, the Press enables people to work and participate as active members of a society through promoting social unity.

Press also motivates people to participate effectively in the community-related activities. The Press is supposed to initiate and promote debates and discussions on public issues. For example, the match-fixing scandal in cricket. These will generate interest among people to involve themselves more and more in matters of common concerns at different levels.

The publication of contents containing other's life styles, opinions and aspirations will make people in different parts of the world understand and appreciate each other well. Such a traffic of communication will definitely lead to global integration of different people and cultures. The fact is that the functions of the Press are directly related to both material and non-material needs of the people. Freedom, independence, human dignity, mutual support, self-reliance and participation in social change and modernisation are all promoted by the Press.

Last but not the least, in a developing and democratic country like India, the Press has played the role of a constructive opposition to the people in power. It has performed its role as the watchdog of the political system in general and the whole society in particular admirably. The Press has exposed the wrong-doings of the rulers, scandals and corruption in public life and vindicated its role as a credible opposition. In India, the Press is not only a critic, but also a partner in progress. The onus of nation building is enormous and without the participation of the Press, it will be difficult to achieve goals set.

As the country becomes more and more technology-oriented, the Press functions often merge to offer new variations. For example, the present-day concepts of Press functions are infotainment and edutainment. In other words, they are information through or mixed with entertainment and also education along with entertainment. Due to changes in the technology and the society, the Press functions may get redefined, but the core objectives remain unaltered at for years to come.

1.3. LET US SUM UP

The Press is the oldest of the mass media and plays a role of a vital link between the people and the policy makers. Eternal vigilance is the cornerstone of democracy and the Press performs their role satisfactorily. Like other media, Press has passed through various stages of development.

Newspapers, magazines and the printed publications put together constitute the press. The daily newspaper offers details of the events that occur in the society and contributes to its vigour and vitality. Newspapers are a permanent record and provide detailed reference.

Unlike other professions, Journalism has a higher quantum of responsibility. Newspapers are mainly classified according to the periodicity and the time of the day of publication. Magazines are classified as general interest and special interest magazines.

The Press is the primary source of information which it collects, sorts and disseminates to the readers. The Press attempts to be objective in presenting the information.

The major function of the Press is to inform, educate, entertain, provide an opportunity to socialize, persuade and mobilise and unite the community at various decision making levels.

The Press is related to both material and non-material needs of the people. Freedom, independence, human dignity, mutual support, self reliance, participation in social change and modernisation are all promoted by the Press. The Press plays a role of a constructive opposition. The Press functions may get redefined over a period of time but the core objectives remain unaltered.

Activity -1

Identify the functions of the following contents in newspapers and magazines.

- a. Features
- b. Guest Columns
- c. Cartoons
- d. Advertisements, and
- e. Business page.

Activity - 2

Select a daily newspaper of your choice. Classify the contents according to their elements of function already listed.

1.4 CHECK YOUR PROGRESS

Note: Compare your answers with the details in this unit.

1. Explain the nature and functions of the Press.
2. The Press is a powerful vehicle of cultural transmission. Elucidate the statement.

1.5 FOR FURTHER READING

1. Jan R. Hakemulder, Mass Media, Anmol Publications - New Delhi, 1998.
2. Jan R. Hakemulder, Principles and Ethics of Journalism, Anmol Publications - New Delhi, 1998.
3. Khemchand, Journalism and Human Development, Deep Publications - New Delhi, 2000.
4. Murthy, Developmental Journalism, Deep Publications - New Delhi, 2001.
5. Ravindran, Handbook of Journalism, Anmol Publications - New Delhi, 1999.

Structure:

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Early Efforts in Printing
- 2.3 First Indian Newspapers
- 2.4 James Silk Buckingham
- 2.5 Raja Ram Mohan Roy
- 2.6 Let Us Sum Up
- 2.7 Check Your Progress
- 2.8 For Further Reading

2.0 OBJECTIVES

From the first unit, 'Nature and Functions of the Press', we will now move on to the second unit. This unit focuses on the growth and development of the Press with special reference to India. The present lesson would enable you to understand the historical aspects of the Indian Press. Once you complete reading this unit, you must be in a position to:

- know the early efforts in establishing the printing presses in India,
- find out the adventure of James Augustus Hicky who established the first Indian newspaper, and
- evaluate the role played by subsequent newspapers and journals as to the question of Press freedom.

2.1 INTRODUCTION

The Indian communication system started, as it happened in Europe and elsewhere, with news-letters. The Kings and Emperors, who ruled in different parts of the country, developed their own methods and means of communication. The imperial edicts of King Ashoka were carved on rocks and stone pillars. The temple walls were used to draw small pictures. Paintings were the means to propagate the moral code devised by him.

The Moghul rulers had organised an efficient communication system. Especially Emperor Aurangzeb maintained intelligence gathering centres at provincial capitals. The professional news writers appointed at these centres were to prepare a digest of important events in the province for further transmission to the headquarters. They were known as Waquia Navis. The news-letters were said to be of eight inches by four and half-inches in size. Of course all these were calligraphed in the absence of printing facilities.

2.2 EARLY EFFORTS IN PRINTING

The Chinese are credited as pioneers in printing. The first printed book 'Vajra Sutra - Hiraka Sutra', appeared in 868 A.D. The Koreans followed the Chinese soon. Chinese were also pioneers in manufacturing paper. The Arabs produced paper by 900 A.D, and the Europeans by 1100 A.D. The Chinese were also the first to use movable types. But the credit of inventing the printing press goes to Johann Gutenberg of Mainz, Germany. Though he started printing by 1454, the first full-fledged publication, the Holy Bible, came out in 1456. Soon printing presses were established all over Europe. William Caxton set up a printing shop in Great Britain in 1476, for publications in the English language.

2.2.1 Early Efforts of Printing in India

The introduction of printing in India was mainly due to the enthusiastic efforts of Christian missionaries. For them, it was a powerful medium of religious conversion. The British considered it as a means to spread the Western knowledge.

Indians saw the demonstration of printing for the first time on September 6, 1556. The Jesuit Priests who had halted in Goa left a printing Press behind. The *Doutrina Christa*, a catechism written by St. Francis Xavier was printed in 1557 by this press. Its Tamil version appeared in 1578. Initially, it was used for the propagation of Christianity. The second printing press of India came up at Punikael, Tirunelveli district, in 1574 and the third at Mumbai (earlier Bombay) in 1674.

The Mumbai press was established by a Gujarati merchant, Bhimji Parekh. The East India Company gave him a printing press, paper, and also sent an expert printer, Harry Hills to assist him.

The Danish missionaries had their own press in 1712 at Tranquebar (Taragampadi) in the Madras Presidency. They published a book on Tamil grammar. The Madras city had its first printing press in 1761. The first book in Bengali, *Grammar of the Bengali Language* was published in 1778. Slowly but surely books started appearing in other Indian languages also. For instance, Dr. William Carey published a book, *Grammar of Karnata (Kannada)* in 1817 at Serampore (Srirampura) for the Danish missionaries.

2.3 FIRST INDIAN NEWSPAPER

William Bolts, a former employee of the East India Company was the first person to think of starting a newspaper. He pasted a notice on the door of the Council House in September 1766, expressing his desire to launch a newspaper. The notice created ripples in the official circles. The Company government in Bengal decided to take a preventive measure and ordered Bolts to leave India for Europe. Thus the first attempt to launch a newspaper was mercilessly curbed by the British administration. After a gap of almost 14 years, the first Indian newspaper appeared on the horizon. James Augustus Hicky started his newspaper, the *Bengal Gazette* or *The Calcutta General Advertiser* in Calcutta on January 29, 1780.

Popularly known as Hicky's Gazette, as it was totally managed by him, the weekly paper was a shabby sheet of printing from today's standard. It had two pages, with more advertisements and less reading material. The paper also made comments on the personal affairs of prominent people. When he started this English newspaper Hicky made his desire for freedom of expression clear.

The news published by the Bengal Gazette was stale since it was borrowed from old issues of European newspapers. To keep the interest of readers afloat, Hicky published society gossips.

The policy of the newspaper, was to expose individuals and Hicky described his venture as a "Weekly political and commercial paper open to all parties but influenced by none". The Bengal Gazette could survive only for two years. The odds were heavy against the newspaper. It did not moot or support the idea of freedom for Indians. However, its positive contribution was for the freedom of the Press in India. In fact, this very first regular newspaper of India started the fighting tradition against the rulers for press liberty. Hicky's courage has earned him the name as the father of Indian Journalism. He exposed official misdemeanors and mischief through gossip columns. Hicky relentlessly attacked the Governor-General, Warren Hastings and the then Chief Justice of the Supreme Court of India, Elijah Impey. Of course, it was a unique and unequal fight.

The Bengal Gazette ran into trouble with authorities within ten months of its publication, when it started writing against the administration of the East India Company. Its attack on Madam Hastings resulted in the Governor-General stopping its circulation through the General Post Office. The administration decided to punish James Hicky for his audacity.

Hicky's attack on a Swedish missionary, John Zachariah Kiernander was virulent, for Hicky suspected the support of Kiernander to the rival newspaper, the India Gazette. The Swedish missionary filed a case of libel against Hicky. The government forces raided Hicky's press on orders from the Governor-General and the Supreme Court Chief Justice. Hicky fought them back and presented himself before the Supreme Court. He was arrested there but allowed on bail after paying a huge amount as security. The government accused him of defamatory writings and he was tried in the court. Hicky was found guilty, sentenced to four months imprisonment and was asked to pay a fine of Rs. 500. Undeterred, Hicky continued to publish his newspaper from the prison. The Bengal Gazette, in fact, became more virulent than before and exposed more and more official malpractices. Warren Hastings and Elijah Impey were repeatedly assailed. The government was determined to close down his publication. Series of cases were filed in the court against him and heavy fines were imposed on him. On one occasion, he was sentenced to one year prison term and a fine of Rs. 200.

In March 1782, the printing press of the Bengal Gazette was confiscated and thus the first newspaper of India made a premature exit from the scene. His appeals for leniency were rejected and efforts to revive the paper totally failed. Thus the pioneer newspaperman of India lived in poverty and died in obscurity in later years.

A trader in his earlier career, Hicky became a printer for a respectable livelihood. In order to keep it going, he took to journalism. His distaste for a rival newspaper perhaps made him aggressive and ultimately ruined him. Thus the hero of Indian journalism paid a penalty for his audacity of questioning the rulers. Following in the footsteps of James Augustus Hicky, more newspapers appeared in India.

The India Gazette, the second newspaper appeared in November 1780, founded by two business men of Calcutta, Bernard Messink and Peter Reed. It was a venture to improve their business. They obtained prior permission from the Governor-General, Warren Hastings and assured him that would follow the government instructions carefully. The Calcutta Gazette and the Oriental Advertiser was the third paper to be established. (February, 1784). The journal had official patronage and finally became the government gazette. Thomas Jones, another businessman launched the fourth newspaper, the Bengal Journal in February, 1785. He offered to print all government advertisements free of charge in lieu of postal concessions. The first monthly journal, the Oriental Magazine or Calcutta Amusement appeared in April, 1785, followed by the Calcutta Chronicle in January, 1786.

Thus, slowly but surely, regular newspapers and periodicals started appearing and even the administrators grudgingly accepted their role and recognised their inevitability. Most of these newspapers were edited and published in English by Englishmen and circulated among the employees of the East India Company. All of them carried gossip columns. Circulation was low but the retail price of newspapers was high due to the high cost of production.

Newspapers were founded in other presidencies also. The first newspaper in Madras, the Madras Courier was established by Richard Johnston on October 12, 1785. It had official patronage, and the weekly published government notifications. During the editorship of Hugh Boyd, the paper had a brush with the Company. Boyd resigned from the editorship and published his own paper called the Harakaru. The weekly 'Madras Gazette' of Robert Williams came into being in 1795. This venture was not liked by the Courier. An Englishman, Humphreys launched the India Herald the same year without the prior permission of the government. He was deported for this, but he escaped from the ship and disappeared in Calcutta for sometime. The Madras presidency tasted censorship from December 12, 1795.

Bombay (now Mumbai) was to have its first publication only in 1789, even though it came under the British rule earlier than other regions. The Bombay Herald was the first newspaper. It was an English weekly. Luke Ashburner established the second newspaper, the Bombay Courier in 1790. The name was changed into the Bombay Times in 1838, when Robert knight was its editor. This paper also carried advertisements in the Gujarati language.

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The Bombay Gazette saw the light of the day in 1791. The newspaper was supposed to be an official mouthpiece, but ran into difficulties soon. In 1792 the Bombay Herald and the Bombay Gazette were merged.

The period after 1790 witnessed the establishment of many more newspapers especially in Calcutta. The city's new additions were the Asiatic Mirror (1794) the India World, the Calcutta Courier and the Indian Apollo (1795). Mention must also be made of the Bengal Harakaru (1795) by Charles Maclean, The Telegraph (1796), The Calcutta Mornings Post and the Oriental Star (1798).

Yet another journalist who fell victim to the ruthless government policy of suppression was William Duane, who started his career in the Revenue Department of Bengal in 1787. In association with two of his friends, he launched a newspaper, the Bengal Journal. A wrong news publication of the death of Lord Cornwallis landed him in soup. When he refused to apologise but willing to publish only a corrigendum, the government decided to deport him. A French diplomat's intervention saved him, but not his job with the Bengal Journal. He started his own newspaper, the India World in 1795. Duane was in conflict with the government repeatedly which had determined to deport him to Europe. After staying in London for a short while, he left for the United States.

The battle between the Indian Press and the administration of the East India Company continued even in the nineteenth century. Lord Wellesley who became the Governor-General of India, was decidedly against the press freedom. In contrast, Lord Hastings' tenure as the Governor-General was liberal. He abolished the press censorship imposed by Lord Wellesley. During this period the first Indian owned newspaper appeared. It was the Bengal Gazette (1861) by Gangadhara Bhattacharya. The newspaper survived for one year only. The Serampore missionaries published a Bengali monthly, the Digdarshan, in 1818. It was followed by a weekly the Samachar Darpan. Their English language monthly was the Friend of India which was started the same year. All these were aimed at religious propaganda.

2.4 JAMES SILK BUCKINGHAM

An early editor who exhibited exemplary courage was James Silk Buckingham. A British mariner, he was known for his adventures. Buckingham had clear ideas about press freedom. He supported the cause of Indians. Buckingham became instantaneously famous when he refused to carry the ship, The Humayoon Shah that was to transport slaves from Madagascar. Even the Governor-General recognised his decision. A reputed merchant, John Palmer persuaded James Silk Buckingham to accept the editorship of the Calcutta Journal. The first issue of this bi-weekly was marketed on October 2, 1818, the retail price being one rupee.

Buckingham's humanitarian concerns and ideas were reflected in his writings. The letters to the editor column was very popular with readers. The journal exposed the official misdemeanors without any fear. Literary masterpieces were also published. It was his firm conviction that a free press was necessary to check the misuse of power by the administration. The journal acquired public esteem soon. The rival newspapers frightened by its popularity, started attacking him personally. The journal replied with equal vehemence. The East India Company always tried to divide the newspapers and even deputed some officers loyal to the administration to pamper the editors.

As the circulation went up, the subscription rates were slashed. New printing machines were installed. Buckingham's fearless writings angered the authorities, but they could not do much. To counter Buckingham, some employees of the company launched a newspaper, *The John Bull in the East* in 1821. A write-up by Buckingham resulted in several secretaries of the government filing a libel suit against him. However, he was acquitted by the Jury. In 1822, he again criticised the administration for showing favouritism in certain appointments. The government decided to punish him. John Adam, the secretary to the Governor-General, suggested the re-introduction of censorship. Unfortunately for Buckingham, Hastings rule ended and John Adam became the officiating Governor-General in 1823.

Adam did not lose time and cancelled the license given to Buckingham and served an order of deportation on him. Of course, Buckingham had expected this. He sold all his property in India and left for Britain where he continued his fight against the East India company when he became a member of British Parliament. The *Calcutta Journal* could not survive for long in his absence.

2.5 RAJA RAM MOHAN ROY

The contribution of Raja Ram Mohan Roy to Indian language journalism is unparalleled. A great social reformer and freedom-lover, Raja Ram Mohan Roy started his journalism by countering the propaganda of Serampore missionaries against Hinduism in their newspaper, the *Samachar Darpan*. In order to counter them, he published the *Brahminical Magazine*. A friend of Roy, Shiva Prasad Sharma lent his name as its editor. He later issued a regular journal in both English and Bengali, the *Brahmin Sevadhi* to question the tenets of Christianity. When the press regulations were liberalised in 1819, Ram Mohan Roy started his newspaper the *Sambad Kaumudi* in 1821. He also published a Persian language weekly, the *Mirat-ul-Akhbar*. Another of his ventures was the *Bengal Herald*. His greatest contribution was his petition to the British government against the Vernacular Press Act of 1823. His petition is well-known as the *Areopagitica* of the Indian Press. The Supreme Court rejected the petition, but Raja Ram Mohan Roy again petitioned, this time to the British monarchy.

His efforts for the abolition of Sati, a system of burning alive the widows with the bodies of their husbands, are well documented in the social history of India. Roy also advocated modern education for Indians to compete with the British at all levels. Truly he was a great visionary of modern India. Very aptly he has been described as the father of Indian language journalism.

The first war of Indian Independence, the enactment of the Gagging Act of 1857, the abolition of the rule of the East India Company, the birth of large newspapers, the establishment of the Indian National Congress, the technical progress, the freedom movement, the arrival of Mahatma Gandhi on the political scene, the World Wars and finally the Indian Independence have all been the major developments in the history of Indian Journalism. After Independence it is another story of new issues and events with a different perspective. The phenomenal growth of the language press in recent years presents a fascinating picture of progress in terms of both quality and quantity. Yet several crucial questions as regards press freedom-internal as well as external and ethics of journalism remain unanswered. The debate continues as a section of press itself violating the ethics. Increasing attack on the freedom of press and diminishing social responsibilities have also grown out of proportion.

2.6 LET US SUM UP

The Indian communication system started as it happened in Europe and elsewhere. The kings and emperors had their own means of communication. King Ahsoka had his imperial edicts. Aurangzeb had an efficient communication system.

The Chinese were the pioneers in printing and used movable types for the first time. Johann Gutenberg of Germany invented the printing machine and the Holy Bible was the first fulfilled publication.

In India, printing was introduced by the Christian missionaries in 1556. William Bolt, a former employee of the East India Company was the first person to think of starting a newspaper. The Company government banished him and thus the first attempt to publish a newspaper was thwarted.

The Bengal Gazette, a weekly started by James Augustus Hicky in 1780 was the first newspaper of India and was popularly known as Hicky's Gazette. Hicky relentlessly attacked Warren Hastings, the Governor General and Elijah Impey, the Chief Justice of the Supreme Court of India. For this, he had to face severe hardships and the circulation of his weekly was stopped by force.

The Indian Gazette was the second newspaper started by Bernard Messink and Peter Reed. Oriental Advertiser and the Calcutta Amusement were the third and fourth newspapers to be published in India.

Another editor who exhibited exemplary courage was James Silk Buckingham. He had clear ideas and fought for the press freedom. The social reformer and freedom lover Raja Ram Mohan Roy's contribution to the Indian language Journalism is unparalleled.

The first war of Independence, abolition of the East India Company rule, establishment of Indian National Congress, the technical progress, freedom movement, arrival of Mahatma Gandhi, World Wars and finally the Independence have all been the major developments in the history of Indian Journalism. The phenomenal growth of the language press in recent years presents a fascinating picture of progress yet, ethics of journalism remain unanswered.

2.7 CHECK YOUR PROGRESS

Note: Compare your answers with the text given in this unit.

1. Discuss the role played by James Augustus Hicky in Indian Journalism.
2. Critically evaluate the contributions of both James Silk Buckingham and Raja Ram Mohan Roy to Indian Journalism.

2.8 FOR FURTHER READING

1. Agarwal S. K., Society, Culture and Mass Communication, Rawat Publications - New Delhi, 1995.
2. Jan R. Hakemulder, Print Media Communication, Anmol Publication - New Delhi, 1998.
3. Joseph, Global Perspectives in Modern India, Anmol Publications - New Delhi, 2000.
4. Singhal, India's Communication Revolution, Sage Publications - New Delhi, 2002.
5. Nadig Krishnamurthy, Indian Journalism, University of Mysore - Mysore, 1966.

Notes

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Unit 3

ROLE OF PRESS IN PRE-INDEPENDENT AND POST-INDEPENDENT INDIA

Structure:

- 3.0 Objectives
- 3.1 Introduction
- 3.2 The Era of Hicky
- 3.3 The Era of Tilak and Gandhiji
- 3.4 The Era of Modern Journalism
- 3.5 Let Us Sum Up
- 3.6 Check Your Progress
- 3.7 For Further Reading

3.0 OBJECTIVES

To understand the present press scenario in the country it is absolutely necessary to know the path in which the press progressed and the valuable contribution it made to the country's progress in the past. This unit attempts to look back and after reading this unit you will be able to:

- understand the circumstances, under which newspapers were started in India;
- explain the turning points in the history of Indian journalism'
- examine the contributions of the Indian press during freedom struggle, and
- evaluate the current trends of the Indian press.

3.1 INTRODUCTION

In this unit an attempt is made to present a brief introduction of the Indian press which has a history of over two centuries. At first, we shall try to understand the early attempts to start publications by Europeans and later by Indians. The birth of Indian National Congress helped to create political awareness among Indians and also inspired many to start newspapers and magazines in almost all Indian languages.

The close relationship between the press and national freedom movement is also discussed in detail. With the dawn of independence, the Indian Press entered a new era. The lesson contains the details of consolidation in the post-independence era. Finally, we shall discuss the current trends based on several tables which are presented to help you understand various dimensions of the Indian Press.

3.2 THE ERA OF HICKY

Indian Journalism has a history of over two centuries. The growth of journalism depends mainly on modern printing technology. Such a technology was introduced to India in the year 1556 by Christian missionaries for the propagation of their religion. Between 1556 and 1780, publishing activities in India were mainly confined to books and pamphlets in English and Indian languages.

India was a British colony for over two centuries and initially the East India Company looked after the administration of the colony besides trade. The internal differences among some of the officials were the main reasons to publish a newspaper. William Bolts an employee of the East India Company in Calcutta made an announcement to bring out a publication with the intention of making public some of the information he had possessed.

His announcement created panic among the officials. They decided that a discussion of this nature in the open would expose their misdeeds. The East India Company sensing the dangers of open discussion decided to deport him to Europe in 1776. No one dared to publish a newspaper for four more years in India. James Augustus Hicky, a former printer of the East India Company, realising the need for a publication to keep the officials and residents of Calcutta informed of public occurrences and official misdeeds decided to start a weekly newspaper. The publication titled 'Bengal Gazette or the Calcutta General Advertiser' appeared on January 29, 1780. Though the paper consisted of only two pages, it had several gossip items.

By the end of the eighteenth century most of the prominent towns had their own publications. In several towns, periodicals started appearing in Indian languages. They provided a new means of communication and understanding the outside world. The news items were copied from European publications reaching India by ship after three or four months. In the absence of modern means of communication like radio or TV, the newspapers and magazine were the only means through which people could learn about the developments in the other parts of the world.

The East India Company, which was permitted by the British government to carry out trade as well as to govern the province, expanded its control over the entire Indian territory. However, the control of a huge colony like India by a trading company was not liked by many British and they used the Press to air their grievances. Unhappy over such comments, the administration resorted to severe action against newspaper establishments. Many were fined, their offices were raided and a few were deported for their anti-establishment activities. Pre-censorship and withdrawal of postal concession were other methods employed to curb the press.

Eighteenth century journalism in India was initiated mainly by Europeans. Many distinguished company employees took to journalism. Several Christian missionaries too started their publications. Serampore in Bengal saw a number of publications including Digidarshan, Samachar Darpan and Friends of India. The quality of these publications was much better than earlier ventures.

One of the notable publications of this era was the Calcutta Journal edited by James Silk Buckingham. His abilities helped him produce a quality publication which appealed to the major sections of the society. He believed that the press should play a responsible role by highlighting the problems and making the authorities to be more responsive and helpful to the society. The letters column mirrored the aspirations of the people. The popularity of the Calcutta Journal made its rivals double up their efforts.

James Silk Buckingham had earned many enemies through his disclosures and criticisms. The rivalry between Calcutta Journal and John Bull in the East reached a climax in 1823, in which Buckingham was found guilty in a defamation case.

Warren Hastings who was the Governor General was liberal and encouraged free flow of opinions through the press. However, when John Adam became the Governor General in 1823, Buckingham had a tough time with the authorities. Not only was the license to publish the journal cancelled, but he was asked to quit India. Summing up the journalistic contributions of Buckingham, Dr. Nadig Krishnamurthy remarks: 'James Silk Buckingham was one of the fiery champions of the freedom of the press in India. It was evident that he advocated 'Indian rule' for India as far back as 1832'.

Raja Ram Mohan Roy, a great Indian social reformer took to journalism with a purpose of explaining the Hindu philosophy in the right spirit. Among Serampore Christian missionary journals, the Samachar Darpan and Friend of India were in Bengali. Aply guided by J.C. Marshman, these publications had become popular for their professional approach. Several articles which appeared in Samachar Darpan had criticised the Vedanta Philosophy. Raja Ram Mohan Roy could not tolerate the baseless allegations and decided to give convincing defence of the Hindu religion.

Roy started the Brahminical Magazine (English) and later Sambad Kaumudi (Bengali) and Mirat-ul-Akhbar (Persian). Through these publications, Roy not only silenced the attack on the Hindu philosophy by Christian missionaries but also pleaded for greater press freedom in India. He wanted the authorities to show more concern for the problems of the people and help overcome them. Raja Ram Mohan Roy was not only a great social reformer but also a great journalist. He has been called as the Father of the Indian Language Press as well as the Father of Indian Renaissance.

During the third and fourth decades of the nineteenth century, newspapers were started in most of the major Indian languages. Though their circulation was limited, they opened up the minds of the people about the world around them. The Christian missionaries had introduced printing by this time in many parts of India.

The First War of Indian Independence known also as 'Sepoy Mutiny' was crushed by the British in 1857 and the administration of India came directly under the British Government. Many legislations which were anti-press, were either withdrawn or relaxed. At the same time many political reforms were introduced. Political awareness among Indians had begun. The press gave a great impetus to the political awakening process. Another landmark in the history of India was the birth of the Indian National Congress in 1885 in which many British and Indians were actively involved. About 200 publications came out during this period.

Commenting on the early publications in India, R.Parthasarthy notes: The press was intended for British readers and it tended to share the virtues and vices of contemporary journalism in Britain. Many of the newspapers were digests and reprints of British newspapers. They also resembled their contemporaries in Britain being highly critical of government.

By the end of the nineteenth century there were prominent publications in the scene like The Hindu, Swadeshimitrana and The Mail in Madras, Amrit Bazar Pathrika and The Statesman in Calcutta, Kesari in Poona, The Times of India and Murrabi Samachar in Mumbai, and The Tribune at Lahore. In almost all major Indian languages, newspapers started appearing. Naturally, most of them were not well organised when compared to modern publications. It should also be noted that by this time communication facilities like post, telegraph, news agency services, railway and roadways were not well developed connecting major cities. However, English education had helped many Indians to become aware of the developments in Europe and America. All these had their direct and indirect effects on the growth of the Indian press. The political awakening among Indians was fuelled by the 'Sepoy Mutiny' and the establishment of the Indian National Congress.

Paul Lovett observed that 'the real development of the art and business of journalism as it is understood in the West dates in India from the birth of the Indian National Congress in 1885. The influence of the press on the administration of the country and the political education of the intelligentsia made itself felt with every important political event. The papers which were native, racy and of the soil, gained a new importance whereas those owned and edited by Englishmen which voiced the views of the British raj and British planters were compelled to pursue a new orientation.

3.4 THE ERA OF TILAK AND GANDHI

One of the main features of the Indian press during this period was that almost all the national leaders were connected directly or indirectly with newspapers. In the beginning of the twentieth century, Bal Gangadhar Tilak, Gopal Krishna Gokhale, Surendranath Banerjee, Sir Phirozeshah Metha, Madan Mohan Malaviya and others were in the forefront of freedom struggle against the British rule. Balgangadhar Tilak was associated with two powerful publications - Maharatta in English and Kesari in Marathi, Madan Mohan Malaviya with The Leader, Sir Phiroz Shaw Metha with the Bombay Chronicle.

Among the newspapers, there were two groups - one supporting the British administration (owned and controlled by foreigner) and the rest (controlled by Indians) which supported the freedom movement also known as the, 'Swadeshi' movement. In the wake of this, several political reforms were introduced. But they did not satisfy Indians. After the sudden death of Bal Gangadhar Tilak in 1920, Mahatma Gandhiji led the nation towards freedom. He put forth his views through Young India, Harijan and Navajivan. Articles written by Gandhiji appeared in these publications and they were translated and published in almost all other language newspapers.

Gandhiji had a rare gift for simple and direct sentences. His views were clear; so were his writings. His concerns for the country were well reflected in his writings. For him journalism was a mission. Analysing the role of newspapers, he wrote that "One of the objects of a newspaper is to understand the popular feeling and give expression to it, another is to arouse among the people certain desirable sentiments, and the third is fearlessly to expose popular defects".

A host of leaders jumped into freedom movement along with their publications. They foresaw that one day India would become a free nation and they decided to intensify the stir. Dr. Annie Besant lent her support through *New India*, Moulana Abul Kalam Azad with *Al-Hilal*, Shivaprasad Gupta with *Aaj*, T.Prakasam with *Swarajya*, C.R.Das with *Forward* and S.Sadananda with *Free Press Journal*. A host of them in the regional languages added momentum to the freedom struggle.

The Quit India movement which began in 1942 was a turning point in the history of the freedom movement. By this time most of the modern technology that was available in the west was also made available to the Indian newspapers. Colour printing, rotary press, machine composing, and faster news services by wire agencies through teleprinter helped the press to supply news very fast.

India became a free country on August 15, 1947 and the role played by the Indian press was truly praiseworthy. The press helped the nationalist leaders to reach both British and common people of India. As radio was controlled by the government, the press remained the major source of information to the leaders and their followers. The pre-censorship procedure did not allow cinema to play its role. Dr. Nadig Krishnamurthy quotes Lord Listowell stating the valiant role played by the Indian press: "The Indian newspapers have every reason to be proud of the part they have played in the great constitutional change and of the good influence they have exercised on Indian opinion".

The modern art of printing was introduced to India in 1556 by Christian missionaries. They concentrated mainly on book publishing. It took almost another 225 years to publish a newspaper. That was in 1780. Between 1780 and 1947, a period of 167 years saw the establishment and growth of the newspaper industry in a firm manner. Initially newspapers served narrow interests; later they took up broad-based issues followed by the nationalist movement. Several repressive measures could not stop the free voice of the press. The independence of the country was another turning point in the history of Indian press.

3.4 THE ERA OF MODERN JOURNALISM

The most important developments in a free country were the absence of repressive measures, consolidation of newspaper industry, foreign-owned newspapers changing hands and the introduction of professionalism to newspaper publishing. Several leading newspapers like The Times of India, The Pioneer and The Statesman transferred their operations to Chandigarh after the partition of the country. The dawn of independence inspired hundreds of people to venture into new publications in almost all Indian languages.

The Constitution of India which became operational from Jan 26, 1950 guaranteed freedom of speech and expression to all its citizens. The freedom of the press is an integral part of this fundamental right. The 1950s saw spectacular growth of the press in all languages. A host of new publications (newspapers and magazines) were brought out very attractively.

Large newspapers made their appearance in all the Indian languages. Group and chain publications extended their publishing activities to many regional languages and centres. For instance, The Times of India group launched their dailies in Marathi (Maharashtra Times) and Hindi (Navbharat Times). They extended their printing activities to Delhi and Ahmedabad. The Express group headed by Ramnath Goenka who was operating from Madras purchased several dailies and converted them into various editions of the Indian Express. Besides, he started dailies in several languages like Hindi, Kannada, Gujarati, Telugu and Tamil. Frank Moraes, who was the Editor-in-chief of the Indian Express was one of the most well known figures in the Indian press. His excellent analyses of political developments were appreciated by many. He published several of his editorials on the front page to draw the attention of the rulers and people.

Several groups in regional languages made their presence felt. Some of them were Malayalam Manorama and Mathrubhumi in Malayalam, Prajavani in Kannada, Dina Thanti in Tamil, Anand Bazar Patrika in Bengali and Punjab Kesari in Punjabi. The newspapers in Hindi and Telugu expanded their circulations considerably. The regional language press appealed to their readers much better than their English counterparts with better coverage of local issues.

The First Press Commission appointed by the Government of India in 1952 submitted its report in 1954 making several recommendations to help the newspaper industry to grow on professional lines. As a result of the report, the working conditions of the working journalists were improved. The Registrar of Newspapers for India was appointed to monitor the development of the press and to maintain its records. The Press Council of India, a quasi-judicial body was set up to safeguard the freedom of the press and to encourage professionalism. The import of newsprint, the most important raw material for the press, was streamlined through the State Trading Corporation.

Two news agencies- Press Trust of India and United News of India spread their services across the nation to collect and disseminate news to the press and other media on subscription charges. Several syndicated agencies started supplying articles, commentaries, features, photographs and other related materials to various newspapers and magazines. Durga Das with INFA (Indian News and Feature Alliance) was a pioneer in this field. His publication, The States was known for its in-depth commentaries and analysis of national and regional issues.

The Indian and Eastern Newspaper Society (now Indian Newspaper Society) which represented the owners of the newspapers took several initiatives to streamline the industrial and professional requirements.

The growth of the newspaper industry is directly related to the economic growth of a nation. The Government of India launched planned development programmes through five year plans from 1952 and they substantially helped in changing the economic conditions. This resulted in increasing circulation of newspapers and magazines. Economic and business activities stimulated the advertising industry which in turn benefited the press. The transportation facilities were substantially improved with new roads, railways and airways.

Magazines supplements in the newspapers provided detailed analyses of news and related areas. A large number of magazines were successfully running even before 1947. One such example was the Illustrated Weekly of India now closed. In order to capture the readers' market, leading publishing houses launched several general and specialised magazines. Colour printing became common. The Times of India group had Illustrated Weekly of India, Filmfare, Femina, Youth Times, Dharmyug and Dinmani and down South, The Hindu had Sport and Pastime. Most famous news weekly tabloids were the Blitz edited by R.K.Karanjia and the Current edited by D.F. Karaka. Both of them were sensationalising news in order to trap corrupt politicians and bureaucrats. The Junior Statesman (JS) published by the Statesman had its attention on youngsters.

The period between 1947 and 1975 witnessed tremendous growth of the Indian press. Most of them working in the field of journalism had either direct or indirect association with the nationalist movement. They had either seen or experienced what it was to make a sacrifice for the sake of the nation. By this time the electronic media, both radio and television had made tremendous progress reaching major portion of the population. A new breed of young journalists influenced by western education and media trends launched a new breed of magazines, which set a new trend in Indian journalism.

The pioneer of this new journalism in India was Aroon Purie who started a news fortnightly called India Today in 1976. It was started mainly to cater to the needs of Indians settled abroad. However, the response it received within the country was tremendous.

It set a new trend in analysis, coverage and display of text and visual materials. Attractively printed in colour, it became an instant hit. Now it has its language versions in Hindi, Telugu and Tamil. The other notable figures of this period were Vinod Mehta of The Sunday Observer and M. J. Akbar of Sunday, a weekly magazine from Anand Bazar Group of Calcutta. The post-emergency period saw a cult of magazines literally in every field. The emergence of middle class in the share market increased income and disposable time have contributed to the burgeoning growth of magazines in all Indian languages.

The post-emergency period also saw the introduction of computers and offset printing which enabled the magazines look very attractive. Photographs, cartoons, graphs, sketches and photomontages started attracting the new generation of readers who started watching television. Developments in the field of communications played a major role in helping newspapers to transmit the pages from one place to another. The Hindu became the first paper to use INSAT satellite to transmit its pages from Chennai to all its printing plants replacing conventional coaxial cables.

The magazine boom after 1977 was another landmark in the history of Indian journalism. General and specialised magazines attempted to attract new generation of readers. This trend made the daily newspapers to make their pages more attractive and colourful. Bylines became common. Journalists became celebrities. A new breed of syndicated columnists started writing. They were Janardhan Thakur, Kuldip Nayar, K.R.Sundar Rajan, Kushwant Singh, M.V.Kamath and a host of others. Some of them still continue to thrive as syndicated columnists.

Investigative journalism had a high impact on readers. Several magazines like Sunday, India Today, Onlooker, The Sunday Observer and dailies like the Indian Express, The Statesman and The Hindu exposed several misdeeds of the emergency and later periods. Arun Shourie played a prominent role through Indian Express. The post-Emergency period also saw a new generation of media owners, who were well educated and eager to preside over the editorial decisions. This directly affected the status of the editors, who had exclusive privilege of deciding over the editorial presentation, though they were not owners.

In the game of survival, many could not thrive and sustain the readers' interest. For instance The Illustrated Weekly of India, once a prominent weekly, had to be stopped. So also Dharmyug and Dinmani of The Times of India Group. Prajamatha in Kannada could not be continued. The 1990 saw the emergence of satellite television which also had direct impact on the newspaper economy. The launching of several satellite channels with most attractive programme contents lured the advertisers as well as the audience. Round the clock TV channels kept very little for newspapers to be published as news next day morning. Added to this, the Internet is emerging as a major player along with TV news channels. News is updated every minute. Comments and analyses are made through out the day catering to the global audience.

One of the most significant features of the pre-Independence press and to some extent few decades after independence was the strong editorial page. Many stalwarts argued vehemently through the editorials their ideas and policies. The post-independence press saw the decline of strong editorial pages in most newspapers.

The conflict between editors and proprietors was another significant feature. Leading editors like M. Chalapathi Rau, B. G. Verghese, V. K. Narasimhan, Arun Shourie, S. Mulagaokar, Girilal Jain, and a number of others had tough time with their owners asserting the independence of the editorial position. Those who were asserting the editorial freedom had to quit or made to compromise with the policies of the management. The decline of the prerogative of editorial freedom was evident in most of the publications across the country.

The end of the twentieth century saw newspapers truly becoming views papers. They had to be contented with analysis and providing more reader-friendly services through different columns. However, the communication revolution has totally transformed the newspaper industry with computers helping in composing and pagination in a big way. Transmission of text and picture is almost instantaneous from any corner of the country or the globe.

At the beginning of the new millennium the Indian press is redefining its role taking into account the emergence of new media technologies. Online news services are catching up. It is also feared that the amount of time spent on newspapers is getting reduced and the number of newspapers and magazines is shrinking. However, in a country like India with a vast majority youngsters and new readers emerging, the press would continue to be a major source of news and comments.

The growth of cable TV has been phenomenal in the 1990's. Currently most of the homes have access to cable TV. The National Readership Survey (NRS-2000) findings pointed out that TV reaches 75 percent of urban and 24 percent of rural homes. Cutting across the literacy barrier, TV has emerged as the most sought after medium followed by the press.

There were a total of 8,143 publications in the year 1953 in India and by 1976 the number had increased to 13,320. In about 50 years the number has grown by five times. The latest annual report of the Press Registrar of India points out that there were 52,600 publications in 100 languages and dialects in the year 2006.

The largest numbers of publications in the State are in Kannada followed by English and Urdu.

The Indian press has been vibrant and dynamic. But for the emergency period, its record has been praise worthy. The contents and presentation skills are of international standard. If India has remained a democratic country, the press has a proud share in it. R. Parthasarathy comments: "The Indian journalists of today are the rich inheritors of a glorious tradition of dedicated journalism, a saga of undaunted courage and determination to fight for a cause, of a noble band of men and women who took Indian journalism to the pinnacle of fame and achievement. The Indian press is now a powerful organ of public opinion and it has come to occupy a position of influence in the body politic. The task before it is immense; it has to serve as a watchdog of the interests of the country and the people and it must expose misdeeds, mal-administration, official lapses and social evils without fear or favour and it must present the news with accuracy and impartiality, leaving opinion free. There is a great future for Indian journalism".

3.5 LET US SUM UP

The birth of Indian National Congress helped to create political awareness among Indians and inspired many to start news newspapers and other publications. Social reformer Raja Ram Mohan Roy took to journalism to explain the Hindu philosophy. By the end of the nineteenth century, there were many prominent publications in the country.

The main feature of the Indian press during the pre-Independence era was that almost all the national leaders were connected with newspapers. Gandhiji wrote in Young India, Harijan and Navjeevan and his writings were translated into many Indian languages. The most important development after Independence was the changing of hands of the foreign owned newspapers and introduction of professionalism to newspaper publishing.

After Independence, many regional language newspapers made their presence felt. The late 70s witnessed a magazine boom. Strong editorial page and conflicts between the editors and proprietors were the significant features of modern era.

The growth of cable TV redefined the role of Indian press. The Indian press has been vibrant and dynamic all along except during the period of emergency.

3.6 CHECK YOUR PROGRESS

Note: Compare your answers with the text given in this unit.

1. Explain the main features of the early press in India.
2. Examine how the establishment of the Indian National Congress helped the speedy growth of the Indian press.
3. Analyse how the nationalist leaders used the press as a weapon to fight the colonial rule.
4. Evaluate the current trends of the Indian press. What future would you foresee?

3.7 FOR FURTHER READING

1. Aggarwal S. K., The Press at Crossroads, Surjeet Publications - New Delhi, 1991.
2. Ahuja. B.N., The History of the Press in India, Surjeet Publications - New Delhi, 1990.
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Structure:

- 4.0 Objectives
- 4.1 Introduction
- 4.2 The Language Scenario in India
 - 4.2.1 History of the Indian Languages
 - 4.2.2 Status of the Indian Languages
 - 4.2.3 Constitutional Provision
- 4.3 Development of the Indian Language Press
- 4.4 Growth of Newspapers in the Indian Languages.
 - 4.4.1 Hindi
 - 4.4.2 Urdu
 - 4.4.3 Bengali
 - 4.4.4 Gujarati
 - 4.4.5 Kannada
 - 4.4.6 Malayalam
 - 4.4.7 Marathi
 - 4.4.8 Tamil
 - 4.4.9 Telugu and Other Languages
- 4.5 Role of the Language Press
 - 4.5.1 Moulding Public Opinion
 - 4.5.2 The Provincial Press
 - 4.5.3 Location - Specific
- 4.6 An Appraisal of the Language Press
- 4.7 The Future
- 4.8 Let Us Sum Up
- 4.10 Check Your Progress
- 4.9 For Further Reading

4.0 OBJECTIVES

Though the early newspapers in India were published in English, the Indian language newspapers caught up with them in the subsequent years. The early Indian language press saw some of the pioneering editors who contributed to the acceptance and a healthy growth of the Indian press. After studying this unit, you should be able to:

- trace the development of newspapers and magazines in Indian languages;
- explain the present state of Indian language press and compare its position vis-a-vis the English language press;
- discuss the role of the Indian language newspapers and magazines in social change and development and
- enumerate the contribution of new- media technology to the language press.

4.1 INTRODUCTION

In this unit, we shall discuss the role of newspapers and magazines published in Indian languages in various parts of the country, other than the English language press. The language press is far ahead of the English press, both in number of publications and its circulation. Its impact is yet to be correctly analysed. It has a great potential. This unit provides you a correct perspective of the entire situation. You will then be able to compare the status and role of the press in Indian languages with that of the English language press. This unit will also acquaint you with the history of Indian language press along with its role - past, present and future - in social change and development processes. The language scenario in the country is given to understand properly the status and role of the press in Indian languages.

4.2 THE LANGUAGE SCENARIO IN INDIA

There are 18 officially recognised languages in India (Konkani, Manipuri and Nepali were added in 1992). The Indian Constitution recognised 18 languages after taking into consideration their numerical, commercial, political and cultural importance. But the number of mother tongues as per 1961 census is 1652. This bewildering figure has been arrived at, taking into account even dialects spoken only by five percent of people. The 1971 census gives a more realistic figure of 700, having taken into account the dialects spoken by 1,000 people and above.

The Indian languages now in use have evolved from different language families corresponding more or less to the different ethnic elements that have come into India from the dawn of history. They may be put into six groups:

1. Negroid
2. Austric
3. Sino-Tibetan
4. Dravidian
5. Indo-Aryan and
6. Other speeches.

These languages have interacted with one another through the centuries and have produced the major linguistic divisions of modern India. Among the major groups, the Aryan and the Dravidian are the dominating families. They were influenced by the Austric and Sino-Tibetan tongues.

4.2.1 HISTORY OF THE INDIAN LANGUAGES

The Indo-Aryan branch of the Indo-European family, supposedly came into India with the Aryans. It is the biggest of the language groups in India, accounting for about 74 % of the entire Indian population. The important languages in this group are: Western Punjabi, Sindhi, Eastern Punjabi, Hindi, Bihari, Rajasthani, Gujarati, Marathi, Assamese, Bengali, Oriya, Pahari, Kashmiri and Sanskrit.

Hindi or Hindustani has produced two great literatures. Urdu and Hindi. Both have the same grammar and the same basic vocabulary. They differ, however, in script and higher vocabulary. Urdu uses the Perso-Arabic script. Hindi uses the Nagari script and has a preference for purely Indian words in contradiction to the numerous Arabic and Persian words borrowed by Urdu.

Dravidian languages form a group by themselves, and unlike the Aryan, Austric or Sino-Tibetan speeches, have no relations outside the Indian subcontinent, i.e., India, Pakistan and Bangladesh. The Dravidian family is the second largest group in India, covering about 25% of the total Indian population.

The Dravidian languages came into India centuries, before the Indo-Aryan. It split into three branches in the Indian subcontinent:

1. The northern branch comprises Brahmi spoken in Baluchistan and Kurukh and Malto spoken in Bengal and Orissa. Kurukh is also spoken in Bihar and Madhya Pradesh.

2. The central branch is composed of Telugu and a number of dialects spoken in central India - Kul, Khond, Holani, Konda, Gondi, Naiki, Parji, Koya and others.
3. The southern branch is made up of Tamil, Kannada, Malayalam, Tulu, Badaga, Toda, Kota and Kodava.

The major languages of the Dravidian group are;

1. Telugu - the state language of Andhra Pradesh, numerically the biggest of the Dravidian languages.
2. Tamil - the state language of Tamil Nadu, apparently the oldest and purest branch of the Dravidian family.
3. Kannada - the state language of Karnataka, another ancient Dravidian language that has developed individually.
4. Malayalam - the state language of Kerala, the smallest and the youngest of the Dravidian family.

4.2.2 STATUS OF INDIAN LANGUAGES

After Independence, the question of a common language naturally came up. The Constituent Assembly could not arrive at a consensus in the matter. The question was put to vote and Hindi won a single vote - the casting vote of the President. The Indian National Congress had advocated the formation of linguistic provinces. The acceptance of this policy involved the statutory recognition of all the major regional languages.

The Constitution therefore recognised, Hindi in Devanagari script (art. 343 et. seq.) and the regional languages as the official languages of the states concerned (Art. 343 et. seq.). English was recognised as the administrative, legislative and judicial language (Art. 348 et. seq.). Later, the 8th schedule - was added to the Constitution to indicate all regional languages statutorily recognised. The schedule originally contained 15 languages as follows:

1. Assamese
2. Bengali
3. Gujarati
4. Hindi
5. Kannada

6. Kashmiri
7. Malayalam
8. Marathi
9. Oriya
10. Punjabi
11. Sanskrit
12. Tamil
13. Telugu
14. Urdu
15. Sindhi

By the 71st Amendment to the Constitution, Konkani, Manipuri and Nepali were added to the list in 1992. Urdu has produced an extensive literature. Speakers of Urdu use the Perso-Arabic script. Urdu is also written in Roman characters.

4.2.3 CONSTITUTIONAL PROVISION

Article 343 of the Constitution provides that for a period of 15 years from the commencement of the Constitution, the English language shall continue to be used for all official purposes of the Union. It was expected that after the expiry of the stipulated period (i.e. after 1965), Hindi would displace English as the official language of the Union.

Subsequent developments have turned the current in favour of continuing English as an additional official language; no definite date has been fixed for its diminution and replacement by Hindi.

While the languages listed in the constitution remain the official languages in the respective states, Hindi and English continue to be used for inter-state correspondence.

Activity - 1

You are required to make a simple survey of your locality to gauge the popularity of a particular language newspaper among the residents. Here is a list of the probable questions for you to ask the members of 15 households selected at random from your locality.

Questionnaire:

1. Do you subscribe to a newspaper? Yes / No
2. Please name the paper
3. Do you subscribe to the paper on weekdays? Yes / No
4. Do you subscribe to particular newspaper only on Sundays? Yes / No
5. Do you subscribe to more than one newspaper on Sundays? Yes / No
6. Please give a reason for subscribing to your favourite newspaper.

Now, you will have to answer the following questions based on the information you have gathered from the residents in your locality.

1. Of the 15 households you visited how many subscribe to a newspaper at all?.....
2. Is there a market preference for any regional language newspaper? (Mention name).....
3. Which newspaper is the nearest rival to it?.In which language?.....

4.3 DEVELOPMENT OF THE LANGUAGE PRESS

Since Independence we have seen an enormous growth of the press in India. There has been a remarkable increase in the number of publication of all periodicals - dailies, weeklies, monthlies. The press is no longer a metropolitan or a big city phenomenon. It has spread to the districts and remote rural areas.

Predominance of the so - called national press is facing a massive and crucial challenge from the regional language press which has acquired an unmatched reach and clout in its respective areas of operation. The English press may still claim to influence the policy makers, but the power to mould and influence public opinion has been wrested by the Indian language press.

The mass media, particularly print media, radio and TV, were the first to be affected by the "language wave". While English newspapers and periodicals held number '1' position in the initial stages, the regional language press soon overtook them, both in the number of publications and in circulation. Today, there are more newspapers and periodicals available in Indian languages to cater to the large literate population in India than ever before. In terms of the number of newspapers published, the English press constitutes about 15 per cent of the total number of publication.

Second to Hindi, in number and circulation, the English press has 1,216 dailies and weeklies while the Hindi press has 11,389 dailies and weeklies. However, the Malayalam press with just 380 dailies and weeklies tops all the language dailies and weeklies in circulation. It has two weeklies with circulation touching 19 lakhs and two multiple edition dailies with a combined circulation of around seven lakhs each. The Tamil, Bengali, Kannada, Marathi and Gujarati newspapers have also made tremendous progress during the last decade. Each of them has at least three newspapers with more than two-lakhs circulation and at least one newspaper in each language has more than five lakhs circulation. Newspapers were published in as many as 100 languages and dialects during 1997. Daily newspapers are brought out in 17 principal languages except Kashmiri and Konkani. Such is the extent of reach of the regional language press that it looks as if the English press has paled into insignificance.

The fact that there are more newspapers in Indian languages shows the potential they have. In terms of place of publication, there are 32 cities which publish more than 100 newspapers and periodicals. Of them, Uttar Pradesh alone has 10 cities and leads in the total number of newspapers published. Along with Uttar Pradesh, the other three Hindi-belt states, Bihar, Madhya Pradesh and Rajasthan bring out 17,836 publications, which is nearly 35 per cent of all the publications in the country. However, their share of the total circulation is barely 10 per cent.

4.4 GROWTH OF NEWSPAPERS IN INDIAN LANGUAGES

The first language newspaper of India was 'Dig Darshan' in Bengali language. It was started by Dr. Carey from Calcutta in 1818. Later it was named as Samachar Darpan. With the intention of answering the criticism made in Samachar Darpan, Rajaram Mohan Roy started a magazine called 'Brahmanical Magazine' in 1821. Later he started Brahmin Sevadhi, a bilingual magazine, Samband Kaumudi, a Bengali newspaper and Mirat - ul - Akhbar or Mirror of News in Persian language and contributed a lot for development of Indian language journalism.

Let us now discuss the growth of newspapers in the regional languages in India.

4.4.1 HINDI

As we discussed earlier, among language newspapers Hindi has the highest number of publications. In 1998 it had 17,836 publications including 2,202 dailies. The earliest Hindi newspaper was started in Calcutta in 1826. It was 'Oodunt Martand', a weekly edited by Jughul Kishore Sukoo. 'Banga Doot'. Another newspaper sponsored by Raja Ram Mohan Roy and Dwaraka Prasad Thakore appeared in 1829. The first Hindi daily, 'Samachar Sudha Varshan' came out in 1854 with Shyam Sundar Sen as its editor.

A literary magazine which set the standard for Hindi journals in the early years of the century was Saraswathi, a monthly edited by Mahavir Prasad Dwivedi. In 1920, 'Aaj' was started in Banaras and it played a very notable role in the freedom struggle. Its first editor was Sri Prakasa, a renowned freedom fighter. He was assisted by Vishnu Paradkar who contributed a lot for Hindi journalism. Now it is a leading daily in Hindi with a circulation of 9,13,137.

In Patna, Desh, a weekly founded by Babu Rajendra Prasad and his friends in 1920 was an influential journal and mouth piece of Congress. When freedom came to India, one of the important Hindi dailies to greet it from the capital was 'Hindustan', a sister newspaper of the Hindustan Times started in 1936. The Nav Bharat Times of The Times of India group started in Delhi in 1950, is popular for its coverage of national and international news. Aryavart, a daily, started by the Indian Nation group of Bihar in 1940, Amrita Patrika, a daily of Allahabad and Nav Bharat of Madhya Pradesh are widely circulated popular Hindi dailies. Ravivar, a Hindi weekly of the Sunday group and the Hindi Blitz of Bombay have much influence on readers. Hindi newspapers played an important role in freedom struggle and in creating awareness on political, social and religious issues.

4.4.2 URDU

The Urdu press in India today is the third largest group numerically up to 1998. RNI had registered 2,745 Urdu publications including 509 dailies. Today Urdu journalism has assumed an all-India character coming next to English and Hindi in a number of states and union territories.

Delhi's earliest Urdu newspapers, Fawaid-ul-Nazarin and Kiram-lis-Sadai (1852) were edited by Ram Chandra. In the 1860s, there were six Urdu newspapers in Delhi. The most enduring of these was Akmal-UI-Akbar published by Hakim Abdul Majid Khan. In 1877, Maulvi Nasir Ah, one of the founders of the Anjuman Islamia, edited three newspapers namely Nusrat-UI-Akbar, Nusrat-UI-Islam and Mihir-e-Darakshan. A notable Urdu journal in the first decade of this century was Maulana Abdul Kalam Azad's AI-Hilal which came out from Calcutta in 1912 and marked a turning point in the history of Urdu journalism by creating a revolutionary stir among the masses.

Urdu nationalist papers had their share of persecution at the hands of the alien rulers during the freedom struggle and there were many men who made great sacrifices in the patriotic movement. One of the newspapers was Milap of Lahore, a daily started in 1923 by the Arya Samaj and another was Pratap of Lahore, started by Mahesha Krishnan in 1919. A prominent Urdu daily in Delhi in 1923 was Tej founded by Swami Shradhanand. The most important Urdu daily to make it to top was Hind Samachar, launched by Lala Jagat Narain in 1948.

The veteran journalist was assassinated by extremists in the wake of the Punjab crisis along with his son Ramesh Chandra. Today, under the editorship of Vijay Chopra, it is published only from Jalandhar with a circulation of about 60,000.

Hyderabad, capital of Andhra Pradesh is one of the strongholds of Urdu papers. The oldest newspaper is the daily Musheer-e-Deccan (1884) published by Vinayaka Rao Vidyalankar. Some of the prominent Urdu dailies are Siasat, Rahnuma-e-Deccan and Munsif from Hyderabad, Salar, Pasban and Azad from Bangalore, Mussalman from Madras (now Chennai), Asre-Jadid, Azad Hind and Imroze from Calcutta (now Kolkata), Qaumi Awaz from Lucknow which was started by (1926) Jawaharlal Nehru in 1945, Inquilab (1926), Urdu Times from Mumbai, Siasat-e-Jadid from Kanpur. Well known Urdu periodicals are Biswin Sadai and Shama, monthlies published from Delhi and Urdu Blitz, a weekly from Bombay.

4.4.3 BENGALI

The credit for pioneering Indian journalism goes to Bengal. Besides Bengali and English, the first Persian newspaper, the first Urdu newspaper and the first Hindi newspaper were all published in Bengal. The efforts of Bengali enterprise in journalism can be traced to places like Banaras, Allahabad, Lahore and Karachi. There are 2,425 publications in Bengali including 96 dailies.

In 1937 when Anand Bazar Patrika started the English Hindustan Standard, the Arnrita Bazar Patrika brought out the Bengali Jugantar. In 1939, two more dailies were started - the Bharat founded by Makhan Lal Sen and Krishak, an organ of the Krishak Praja Party. In 1941, A.K. Fazlur Huq started Navyug and five years later Swadhinata and Swaraj came out as official organs of the Communist Party of India with the editorship of Satyendra Nath Mazumdar, Azad (1936) of Maulana Akram Khan, Ittehad (1947) of H.S. Suhrawardhy, Kokasevak (1948) of Shramik Trust Society and Janasevak of Atulya Ghosh are other Bengali dailies we have to mention. Now Ananda Bazar Patrika and Jugantar are the most popular Bengali newspapers.

4.4.4 GUJARATI

Gujarati journalism owes its origin to the enterprise of the leaders of the Parsi Community. The first Gujarati newspaper, Bombay Samachar began its long career in 1822. It is the oldest existing newspaper of India. Another paper which made an illustrious beginning was Jam-e-Jamshed, a weekly started by Pestonji Motiwala in 1831. After 1850, the development of Gujarati journalism was marked by the publication of a number of papers, many of which had a short life.

Some important newspapers of that time were Kheda Vartman (1861) from Kaira, Surat-Mitra (1880) from Bombay, Desh Mitra (1873) from Surat, Kaiser-i-Hind, a weekly (1880) from Bombay and Kathiawar Times (1888) from Rajkot. Prajabandhu which changed its name as Gujarat Samachar is the largest circulated daily today. Other newspapers are Janmabhumi, a daily, Nav Saurashtra, a weekly, Kumar, a monthly and Samachar (1920) and Gujarati (1921) dailies published from Surat. Today, there are 1,408 publications in Gujarati including 106 dailies.

4.4.5 KANNADA

The credit for starting newspapers in Kannada goes to Christian Missionaries. The first Kannada newspaper was "Mangalooru Samachara" started on July 1 1843 at Mangalore by Rev. Herman Moegling of the Basel Mission. The first Kannada weekly was Subuddhi Prakasha started in 1849 at Belgaum and the first daily was Suryodaya Prakashika started in 1888.

D. V. Gundappa, Ti. Ta. Sharma, P.R. Ramaiah. B. N. Gupta, M. Venkata Krishnaiah, R. R. Diwakar, H. R. Moharay were outstanding journalists of Karnataka. Vishala Karnataka, Navyug, Rashtramatha and Samyukta Karnataka, were leading Kannada newspapers which played an important role in freedom struggle.

In 2006, there were 1,664 publications in Kannada including 296 dailies. At present dailies like Prajavani, Samyukta Karnataka, Vijaya Karnataka, Udayavani, Kannada Prabha; weeklies like Sudha, Taranga, Karmaveera, Mangala and monthlies like Tushara, Kasturi and Mayura are popular.

4.4.6 MALAYALAM

The Malayalam press tops all the language dailies and weeklies in circulation. It consists of 1,329 publications including 208 dailies. Malayala Manorama of Kottayam, with a circulation of 11,46,252 is the largest language daily in India. The struggle for independence brought into being a number of dailies in the 1920s. The most important of these is Mathrubhumi which was started as a tri-weekly in 1923. It is published as a daily and a weekly (illustrated) and commands great popularity in Kerala. Other important publications in Malayalam are Mangalam- a weekly, Vanitha- a fortnightly, Malayalee - a daily and periodicals like Narsni Deepika, Kerala Kesari, Yogakshemam, Desabhimani, Sahodarana and Mithavadi are popular. Malayalam journalism has had the advantage and support of a brilliant band of writers from the earliest times.

4.4.7 MARATHI

Shastri Jambhekar started the first Anglo-Marathi paper, the Bombay Darpan in 1832 as a fortnightly. A few months later it was converted into a weekly. He later brought out a monthly Marathi magazine, Dig Darshan (May 1840). In February, 1849, Dhyan Prakash of Pune came into existence as a weekly under the editorship of Krishnaji Trimak Ranade and converted into a daily in 1904 under the editorship of famous Marathi novelist Hari Narayan Apte.

Next Marathi daily was Rashtramat which was edited by S.K. Damle. It appeared in the first decade of twentieth century. It was the mouth piece of the extremist party led by Bal Gangadhar Tilak. In 1923 Khadilkar started Navkal which is the oldest Marathi daily today. Lokasatta is the first Marathi daily to be published from Bombay after Independence. It was started in 1948 by the Express Group with T.V. Pargate as its editor. It steadily built up its circulation and today ranks among the major Marathi dailies, along with Maharashtra Times and Sakal. The Poona based Sakal was established in 1931 by Dr. N.B. Parulekar and the Maharashtra Times in 1962 by The Times of India group. Now there are 2,046 publications in Marathi including 302 dailies.

4.4.8 TAMIL

Tamil is one of the oldest, richest and the most highly cultivated of Dravidian languages of South India. The first Tamil magazine was a monthly Tamil Patrika, started in 1831. The progress of the Tamil press was accelerated in the last decade of nineteenth century with the starting of Swadesamitran in 1882 by the great G. Subramanya Aiyer, who converted it into a daily in 1899. The next Tamil daily Desabhaktan made its mark only in 1917. In 1936, the Indian Express group started Dinamani, a daily.

In Madurai, Dina Thanthi, a daily was born in 1940. Within a short time simultaneous editions were brought out from Madras, Coimbatore, Salem and Tiruchirapalli and became the largest circulated Tamil daily. Among weeklies Ananda Vikatan (1924) of S.S. Vasan and Kalki (1941) of R. Krishnamurti have achieved success. But the largest circulated Tamil weekly is Kumudum started in 1947, with a print order of over four lakhs. Tamil has 1,769 publications including 344 dailies.

4.4.9 TELUGU AND OTHER LANGUAGES

The first newspaper in Telugu was Satyadoota, started in 1835. The renowned Andhra social reformer and writer Kandukuri Veereshlingam Panthulu started Vivekavardhini in 1885 from Rajahmundry. To compete with this, Kokkanki Venkataratnam Dathulu started Andhrabhasa Sanjivini.

In the beginning of twentieth century, Pinjal Subramanya started Samdarshini, a daily, Vishwanadha Satyanarayana and Ramakoteswara Rao started Janata and Derodharaka K. Nageswara Rao Panthulu started Andhra Patrika in 1908.

In the Telangana area, the first journal Hitabodhini was started in 1913 with Srinivasa Sharma as its editor. Other important journals are Golkonda Patrika of Madapati Hanumantha Rao Panthulu and Andhra Prabha of the Express group. Andhra Prabha illustrated weekly of Express group is the largest circulated Telugu weekly.

After the inauguration of the state of Andhra Pradesh on October 1, 1953, important daily newspapers like Andhra Janatha by K.S. Subramanyam, Andhra Bhoomi by K.R. Pattabhiram, Rajahmundry Samacharam by Gandham Seethramanjaneyalu, Vishalandhra by K.R. Rajagopal Rao and Andhra Jyoti were started. Eenadu a daily started by Ramoji Rao in 1974 has changed the press scenario in Andhra Pradesh. It outstripped the leaders like Andhra Prabha, Andhra Bhoomi and Andhra Jyothi with a circulation of over eight lakhs. There are 1,035 publications in Telugu including 129 dailies.

There are considerable number of publications in languages like Assamese, Oriya, Punjabi and others. In Assamese, Danik Assamiya, the Assam Tribune, Dainik Batori, Natun Assamiya, Deka Asam, Asam Sevak, Sranik and Janmabhumi are worth mentioning. Asha, Samaj, Praja Tantra are important newspapers in Oriya where as Ajit, Akali Patrika, Khalso Sevak, Prakash, Nawan Hindustan, Nawan Zamana, Preeth Hari are the leading Punjabi newspapers.

Activity - 2

Note: Compare your answers with the details given in this unit.

I. Match the following.

- | I | II |
|--------------|--------------------|
| 1. AI-Hilal | a. Kannada daily |
| 2. Prajavani | b. Tamil daily |
| 3. Dinamani | c. Malayalam daily |

- | | |
|-----------------|-----------------------------|
| 4. Mathrubhumi | d. Urdu daily |
| 5. Navkal | e. First Telugu publication |
| 6. Andra Prabha | f. Marathi daily |
| 7. Satyadoota | g. Telugu daily |

I

1. Bombay Samachar
2. Mangalooru Samachara
3. Eenadu
4. Ananda Bazar Patrika
5. Oodunt Martand
6. Samachar Sudha Varshan
7. Loksatta

II

- a. first Kannada newspaper
- b. oldest daily of India
- c. first Hindi newspaper
- d. Sham Sundar Sen
- e. largest single edition daily
- f. Marathi daily
- g. leading Telugu daily

II. Answers in three or four sentences each.

1. Bengal takes the credit for pioneering Indian journalism. Why?
2. Name the popular Kannada dailies being published at present.
3. Name the highest circulated Malayalam newspapers.
4. Name the major Hindi dailies and give their place of publication.
5. Name the major Indian language magazines.
6. In which language are these published?
 - a. Vijaya Karnataka, a daily.....
 - b. Punjab Kesari, a daily.....
 - c. Lokasatta, a daily.....
 - d. Samachar, a daily.
 - e. Dina Thanthi, a daily.....

4.5. ROLE OF THE LANGUAGE PRESS

The history of the origin, growth and development of Journalism in the Indian languages has been described to show how these newspapers in various languages helped in our struggle for freedom against foreign rule. They built up a glorious tradition in journalism and they have helped the growth of democracy in India to a great extent.

4.5.1 MOULDING PUBLIC OPINION

Historically, the Indian language press has a glorious tradition. Its contribution to the freedom movement, and after Independence, its role in mobilising people in the democratic process and moulding public opinion in favour of democracy are commendable. Vernacular newspapers which were isolated during the freedom struggle are now wielding a lot of influence and are potent instruments of moulding public opinion.

The language newspapers today are providing adequate coverage on all aspects of life. They are adopting sound business principles. Instead of relying upon the favours of individuals or political parties they have developed advertising as their primary source of revenue. They have also built up circulations by giving more attention to news coverage and by catering to the entertainment needs of readers. Through improved mechanical equipment they are able to provide thicker and cheaper editions. There is more diversity in the contents of the Indian language newspapers. They also show greater responsibility in the collection and presentation of all reading material.

The increase in the rate of literacy in India and a remarkable rise in the people's standard of living are the two important contributing factors in the revolution that took place in the circulation building process of the Indian language newspapers and periodicals. The role of the press has certainly undergone a change after 1947 but the press has not wavered from its fundamental role of a critical social educator.

4.5.2 THE PROVINCIAL PRESS

With the advent of freedom and growth of democratic institutions, the regional and provincial press has assumed significance. A few of the small and independent language newspapers have attained affluence and are acting as the real link between the people and the government. In fact these papers, which command respect by virtue of their passion for truth and public service, are so effective that they act as effective opposition party inside and outside legislature.

4.5.3 LOCATION-SPECIFIC

The Indian language newspapers have evolved their own systems and operations guided by their own pattern and experience. They have also responded to the demands of the readers. Local and regional news assumes importance for them more than national or international news. The vernacular press has assumed leadership of the local community and is respected by their readers as their friend, philosopher and guide. People of local communities find their names and views in the smaller papers. They see their joys and sorrows reflected in the columns of these newspapers and develop a kind of personal and emotional attachment to these papers. This, in a way, helps the growth of village governments.

Indian language newspapers have ceaselessly tried to interpret the great heritage and culture of India. In this task, they have had the goodwill and support of many great men from all walks of life. Thus, they have strengthened the basic unity of India.

4.6 AN APPRAISAL OF THE LANGUAGE PRESS

It is nice to know that more and more people are becoming 'news conscious' and there is a favourable improvement in reading habits. The press has become a major medium of advertising and publicity in the recent years. There has been a remarkable advancement in practically all fields of journalism. The circulation of newspapers has greatly increased and the press is progressively standardised in quality. Many newspaper organisations have now availed themselves of opportunities for equipping their plants and offices with up-to-date mechanical devices. There is distinctly noticeable improvement on the technical side. Journalists are now better paid than before and working conditions have improved to a great extent.

Multi-edition, chain and group papers are no longer the monopoly of the big English newspaper houses. Several language newspaper publishers are bringing out half-a-dozen or more editions of each one of their dailies, apart from publishing periodicals and magazines. Their reach is wide and penetration deep. The honour to be the largest in circulation or in number of publications no more belongs to the English press. Anand Bazar Patrika, a Bengali daily claims the largest single-edition circulation and the list of the highest-selling papers in all languages contains hardly a paper or two of the English language. Malayala Manorama sells more than 11 lakhs daily while on Sunday its sale crosses 11.6 lakh copies.

The specialised and subject specific papers have also proliferated. Apart from film publications, which are many in most languages, there are dailies in major Indian languages dealing exclusively with trade, commerce, finance, business, literature, science, environment and so on.

The size of an average regional paper in any language has doubled and most papers of today are better produced than best papers 50 years ago. They have adopted the latest composing and printing technologies available in the world. Some machines can also transmit a full broadsheet page. News-gathering, editing, type-setting, page make-up and paste up take place in a single place. Then the full newspaper is sent by facsimile to distant printing centres, equipped with plate-making facilities and offset presses. This process has reduced the distance a newspaper has to be transported.

Today's language newspapers are neatly produced. Their printing is good. Their lay-out is imaginative. They carry multi-coloured eye catching pictures. A multitude of attractive photographs brighten up their magazine sections. Importance is given to the local news content. Offset and web presses allow good quality photographs to be reproduced quickly and cheaply. Colour photographs and advertisements are possible at an increased but still reasonable cost.

The contents of language newspapers have great variety than ever. Major events are reported with their analysis, sometimes by experts in the subjects concerned. The intricacies of facts and data are sought to be explained and encapsulated through visual presentations in the form of graphics - a device which did not exist, or was not made use of 50 years ago.

Circulation has increased many times over. Several small and medium language newspapers have joined the ranks of big newspapers. Advertisement revenues have increased so that several metropolitans have found it not only possible but profitable to reduce the cover price. More and more editions and new publications are being started even by regional papers out of the profits of the existing ones.

The Indian print media has kept pace with the rest of the world in online publishing, despite the slow Internet take off in the country owing to a host of regulatory hurdles. Indian newspapers and magazines went online, almost simultaneously with their Asian or European counterparts. An important feature of the online media in India is that majority of the sites are in Indian languages and almost all Indian languages are represented in the list of Indian online publications.

With this, the power of the Indian language press to mould and manipulate the minds of the people and also to influence economic and political functioning of the nation has increased tremendously. It is going to grow even more with the spread of education and consequent increase in the general level of public consciousness and keenness to know more about everything around the world. Progress in technology is also going to play a significant role in this process. It is expected that more and more community newspapers on the internet will emerge in the coming years.

Activity - 3

Find out the ABC circulation of the language newspapers or magazines you subscribe to. You may have to refer to a communication manual or a year book.

1. Name of Publication..
Year of Registration..
Present circulation figure.

2. Name of Publication..
Year of Registration..
Present circulation figure.

3. Name of Publication..
Year of Registration..
Present circulation figure.

4. Name of Publication..
Year of Registration..
Present circulation figure.

5. Name of Publication..
Year of Registration..
Present circulation figure.

4.7 THE FUTURE OF INDIAN LANGUAGE PRESS

Indian language press will continue to expand at a rapid pace and it is perceived that the advertising revenue and political excitement will determine their contents and character to a great extent. In the present situation, there seems little doubt that capitalism and consumerism will continue to grow. Indian language newspapers will play a key part in spreading consumerist messages in the various regions. In that process, what is likely to happen is that in each linguistic region there would be just one or two major dominating newspapers. The diversity and competition which characterise the language press at present may be obliterated in the coming days. Many of the small newspapers are already deviated from the self regulated approach and are indulging in sensationalising and there is always a lurking danger that this trend may stay forever.

Language papers have witnessed good growth. But they are under a siege with newsprint cost sky rocketing, burden of heavy arrears of wage boards and advertising revenue under pressure. They need to focus on local content, retaining and nurturing talent, investment on research and development among others, for their commercial survival. Integration of newspaper industry with web publishing and electronic media as a means to remain commercially viable is also needed.

4.8 LET US SUM UP

India is a land of a myriad languages and dialects. In this unit we have described the press in Indian languages. We traced the growth and development of newspapers and periodicals brought out in the major Indian languages. You now know that despite the established nature of the English press in the country, particularly in the urban and metropolitan centres, it is largely the language press which has overwhelmed the circulation charts.

You have been told about the role of language newspapers in moulding public opinion and the current status of language press in India. An appraisal of the language press was also given in which developments in language newspapers were compared with English papers that will help you to understand the power of language press in India.

We have also outlined the future of the language press in the country in the current environment of growing capitalism and consumerism. Indian language newspapers are expected to play a key role in spreading consumerism beyond the urban centres. Finally, the dawn of a vibrant language press in most of the states would act as a check to the national domination of the print media by one or two newspaper chains or monopolies.

4.10 CHECK YOUR PROGRESS

Note: Compare your answers with the details given in this unit.

1. Do you think that mass media, particularly print media are affected by language- wave in India? Give reasons to your answer.
2. What is the role of Indian language newspapers in moulding public opinion?
3. What are the factors that facilitated the growth of language press?
4. What are the contributions of technology to the growth of the language press?
5. How do regional language newspapers compete with English language news papers?
6. List three probable causes for the increase in sales of publications in general.

4.9 FURTHER READING

1. Aggarwal S. K., The Press at Crossroads, Surjeet Publications - New Delhi, 1991.
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Notes

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Structure:

- 5.1 Objectives
- 5.1 Introduction
- 5.2 Democracy
- 5.3 Constructive Critic
- 5.4 Freedom
- 5.5 Right to Information
- 5.6 Accountability
- 5.7 Let Us Sum Up
- 5.8 Check Your Progress
- 5.9 For Further Reading

5.0 OBJECTIVES

So far you have studied the nature and functions of the press, its development in India and also the press in Indian languages. Naturally, you have a fair idea of the print media as a vehicle of mass communication. The present unit will focus on the political aspect of the press i.e. its role in a democracy. The unit will enable you to understand:

- its role in shaping public opinion;
- the relationship between the press and the state, and
- the watchdog function of the press.

5.1 INTRODUCTION

Of all the mass media, the press is the oldest. It has seen many conflicts with the authority, because the history of the press began with conflicts. The rulers and elites were initially reluctant to accept the press as an element in their power structure. They did not want the plebeians to be informed of the governance because self-interest dictated their antipathy towards the newspapers. The history of the press is full of incidents of punishment to editors, publishers and printers. It is also the story of a struggle to publish and struggle for freedom and democracy. The press always sided with the workers and championed their rights. The work of the underground newspapers against foreign or autocratic rule is always acknowledged. Besides, the press has a self-perception of self-righteousness. It is said that the mighty rulers like Akbar, Napoleon Bonaparte and Hitler were all afraid of the power of the pen, though their soldiers conquered vast geographical lands. To the political rulers, the press is more irritating and inconvenient than others. In the beginning, all politicians depend on media for their political progress. But, once they reach the corridors of power, they indulge in rubbishing every thing in media that goes against their interests. The main reason for such an approach is that they are nervous about criticism and always fear to loose power. From its very inception, the press had to fight against other estates including religion.

5.2. DEMOCRACY

Let us first find out what democracy is. To quote Abraham Lincoln, who was the President of the United States, it is a political system of the people, by the people and for the people. To sum up, it is rule by the people themselves. Of course, there are varieties of democracy. But an ideal democratic system will have four estates viz., the legislature, the executive, the judiciary and the press. For its identity outside the power structure, the press is generally described as the Fourth Estate.

The legislature formulates policy decisions and the executive implements them. The judiciary reviews them for their constitutional and legal validity. The press interprets and analyses them for public information.

When the public is to be informed of the policies and programmes of the government, the press does the job impartially, because it can sift news from publicity. In addition, the press also educates the people on the merits and demerits of each decision taken by the authorities. The press is the link between the people and the other three estates, especially the legislature. It functions as a channel of objective feedback to the government which can understand the defects in its policies and programmes. In the light of comments and criticisms, the state can redesign its programmes to suit the needs and demands of the people. In a democracy, voice of the people is paramount and it is reflected in the newspaper columns. No government will survive if it fails to pay heed to the people's aspirations.

One of the main tasks of the press is to mould and shape public opinion. Often, people in authority blindly impose decisions without understanding the ground realities in the society. It so happens that people will silently suffer these decisions. Here the press creates a public opinion against them and channels people's demand. The public opinion is reflected through editorials, columns and letters to the editor from the readers. We have instances of a strong public opinion forcing the governments to retract their decisions. Recently in Karnataka, the decision of the state government to sell beer in grocery shops met with stiff public resistance and as a result the proposal was withdrawn.

Sometimes, people are unable to understand the issues. Then the press steps in to clarify them so that they can take a decision on their own. Complicated economic or political decisions need interpretation. Readers do appreciate a well-written editorial or article that enlightens them. Most readers grasp what is written in newspapers.

Democracy survives on debates and discussions. The press prompts them and when ideas clash, a meaningful decision can be arrived at. The newspaper columns allow arguments to appear. Ultimately the final verdict is left to the readers. Parliamentary, legislative reporting is important in a democracy. The stories provide a glimpse of the decision-making process to the people, who also get information on all government activities.

5.3 CONSTRUCTIVE CRITIC

The press is well-known for its adversarial role. Constructive criticism of governance is the bedrock of any democracy. Sometimes it so happens that the political parties become numerically or otherwise weak. Then it is left to the press to take the mantle of the opposition and keep the rulers on tenterhooks.

Corruption is a matter of chance and unlimited power corrupts a person absolutely and the press acts as an obstacle to misuse of power. Eternal vigilance is the cornerstone of democracy and the press is its watch-dog.

Rights and duties of the press are two faces of the same coin. On paper, the press does not enjoy any power, more than what an ordinary citizen is entitled to. But in reality, because of its access and reach to huge masses, it is a powerful entity in a democratic polity. It can make or mar the future of any leader. Good and efficient leadership is a vital element in any democracy. The press has, on its part, the responsibility of recognising and promoting such leadership. At the same time, it has to weed out ineffective leadership. Success of any democracy depends upon its enlightened citizenry. Scientific temperament and rationality are to be promoted in developing countries and India is not excluded from the list. Scientific temperament prompts clinical analysis and a questioning mind. It is essential for national progress and distributive justice. Pandit Jawaharlal Nehru, the first Prime Minister of India, emphasised this aspect. The Indian press as a whole has done a commendable job in combating superstitions and social inequality. But still the task is incomplete.

When the press acts as an informer as well as an educator of the people, the role will definitely lead to debates and discussions. For this purpose, press freedom is invaluable. The common people do not have access to information on their own. Because of it, they are unable to exercise the right to receive and disseminate information. The press does this job on their behalf. It conducts debates and discussions through its columns. As the press reflects all shades of opinions of all sections of the society, it is representing them, especially the voiceless sections.

People's grievances, needs, hopes, problems and even antipathy should be conveyed to the authorities by the press. The press facilitates a continuous flow of information between the two because a direct dialogue between the people and their government cannot take place always. This deficiency is bridged by the press. Not only the people's problems but also the people's representatives' problems and aspirations have to be taken up by the press. This will enable them to chisel out proper decisions in favour of the masses and also make representative democracy meaningful.

When the press performs the watchdog role, it has to focus on people's interest. Corruption is the bane of developing countries including India and the press has to expose corruption in public places, inefficiency, negligent administration, and squandering of public funds. Investigative journalism has more relevance in these countries than others. Scandals have to be exposed regularly to keep a check on the greedy officials and their cahoots. Thus, the press functions as the trustee of people's will.

Accountability is of paramount importance in any democracy. Law of the land is applied equally to all. The elected representatives have to be accountable to the people. Democracy becomes meaningful only when people in power and public institutions are brought to the glare of public scrutiny for all their daily acts of omissions and commissions. The press should ensure such an accountability. Otherwise, the democratic system will become a mockery of people's power.

5.4 FREEDOM

To function effectively and really in a democracy, the press has to have freedom as well as independence. It should be both from within and from outside. However, if the press concentrates only on profit, then it cannot be the guardian angel of people's freedom.

Justice P.B.Sawant clarifies that

'The media has to be free not only from the covert influences of the government but also from the other overt and covert influences, whether external or internal. Besides, the overt legal restrictions imposed by the government, there are covert influences exerted by it and the other authorities by extending or withholding various perks and facilities such as land, water, electricity, telecommunication, advertisements, newsprint and so on. If the media owners run other businesses and have to depend upon the government and other authorities to promote them, they render themselves vulnerable all the more to the influences of the authorities. The other external pressures flow from the social, racial and religious groups; the politicians, the political parties and their supporters, the bureaucrats, the police, the local goons and mafias of all kind; and the militants and the terrorists wherever they exist.'

Internally the pressures are exerted by the proprietors, the advertisers and the financiers. Besides, the political, ideological, class, caste, racial, social, religious and even personal biases and corrupt motives of the editorial staff from the editor down to the reporter, play their own role in interfering with the impartiality and objectivity of the media. The owners and journalists may also be influenced by foreign powers and their agencies. The information on occasions is tilted, suppressed, distorted and even false information is planted on account of these various influences. The media which is subject to such pulls and pressure is not always able to perform its due role expected of it in a democratic society.

For the flow of objective news and information, there should not be any monopolistic hold on sources of information. The plurality of news sources will dilute the control over them by any one individual or institution. This also requires decentralised ownership of news sources as well as disseminators. The cross-media ownership is also an issue of debate in media circles.

The credibility of the press is dependent upon how it safeguards its freedom. Unbiased supply of news and views will go a long way in building its image. When it resists both internal and external pressure, its credibility and also respectability will get a boost, among its readers. Over a period, it can become economically strong to ward off any kind of pressure from any group. Circulation and profit are not the true indicators of newspaper's credibility, but its creditworthiness. Accuracy, objectivity, fairness and sincerity are the inseparable elements of press credibility.

5.5 RIGHT TO INFORMATION

Access to information is vital for any democratic polity to survive. People should know everything that happens in their environment. The right to information is a fundamental right. The press which has access to information can seek and disseminate such information that interests the readers. No democratic government should prohibit collection and diffusion of information that is in the interest of the entire society. The bill on right to information in India and such a system available in a few states are a step in the right direction. Right to information act is expected to play a vital role in administrative reforms and is increasingly perceived as a powerful weapon in the hands of citizens. It is expected that the executive will be under the scanner and government servants will hitherto accountable for every paisa they spend from the public treasury.

The press, to be effective, has to have a free atmosphere. Especially the journalists who expose misdeeds of the governments, bureaucrats, politicians, police and anti-social elements are susceptible to physical violence by them. Instances of journalists losing lives are common these days. Intolerance of free expression is growing day by day and today, journalism has become a dangerous profession to some extent fraught with risk. Unless the trend is reversed, the true meaning of democracy will be lost. Only a collective effort can contain the threats and physical assaults on journalists. Some times rape and murder are used as weapons to scare the media professionals.

Millions of people in India do not have access to public information; nor do they find place in the newspaper space. Their issues should find priority and their legitimate demands must be advocated. The press always fights against gender and social inequality. The ultimate aim is to empower the disadvantaged sections in the society.

If democracy has to succeed, the under-privileged must get opportunities to elevate themselves in the social hierarchy. In a country like India, the onus of creating an egalitarian democracy is on the press which ought to be the poor man's friend, philosopher and guide.

5.6 ACCOUNTABILITY

Equally important is the accountability of the press. In a liberal democracy, the newspapers wield enormous power and according to Justice Sawant the press should become the first estate and not the fourth estate of democracy. The press has become an indispensable institution of the society. However, since no qualifications or expertise is required to start a newspaper, many people have misused and abused their freedom by engaging in sensational and vulgar journalism in the garb of service to society. It is detrimental to the individual rights and freedom of the people. Law exists to punish the guilty, but Journalism is a profession with enormous social responsibility. Consequently it has to be accountable for its own omissions and commissions, the task it does for others.

The twenty-first century belongs to digital technology, leading to the emergence of a digital democracy, a democracy driven by information technology. The real issue is that its emergence may cause a great divide in the society, a minority of digital rich and vast majority of digital poor. Then the role of the press becomes more important than ever before in a complicated world.

5.7 LET US SUM UP

The history of the press began with conflicts. The rulers and the elites were reluctant to accept press as an element in their power structure. The history of press is also the story of a struggle to publish and struggle for freedom and democracy. The role played by the press against the foreign and autocratic rule is always acknowledged. For the political rulers, press is more irritating and inconvenient than others.

Democracy is the political system of the people, by the people and for the people. An ideal democratic system will have four estates namely the legislature, the executive, the judiciary and the press generally described as the fourth estate. One of the main tasks of the press is to mould and shape the public opinion and channelise people's demand. The public opinion is reflected through editorials, columns and letters to the editor.

Democracy survives on debates and discussions. The press is well known for its adversarial role and constructive criticism of the governance. The press does not enjoy any special power than an ordinary citizen. Because of its reach and access to huge masses it is a powerful entity. People's grievances, needs, hopes, problems are conveyed to the authorities by the press and it facilitates two way flow of information between the people and the government.

Corruption in public places, inefficiency and squandering of public funds are on the rise. Now investigative journalism has more relevance and scandals have to be exposed regularly. Democracy becomes meaningful only when the people in public institutions are brought to the glare of the public scrutiny.

To function effectively in the democratic setup, the press should enjoy freedom both from within and from outside. The media subjected to pulls and pressures is not always able to perform its role in a democratic society. The credibility also depends on how press safeguards its freedom.

No democratic government should prohibit collection and diffusion of information that is in the interest of the society. The statute on the right to information is a step taken in the right direction.

The press ought to be the poor man's friend philosopher and guide. Equally important is the accountability of the press.

5.8 CHECK YOUR PROGRESS

Note: Compare your answers with the text given in this unit.

1. The press is the link between the authorities and the people. Explain.
2. The success of democracy depends upon the watch-dog function of the press - elucidate.
3. Access to public information is a vital component for people's empowerment - discuss this in the Indian context.

5.9 FOR FURTHER READING

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DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

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Opinion / feedback / comments on
COURSE I / BLOCK I - PRESS IN INDIA

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To

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Karnataka State Open University
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Karnataka.

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Student Support Services of KSOU:

For the benefit of over 45,000 students who enroll to various academic programmes every year, the university has established eight regional centers and seventy eight study centers across the state. These study centers act as extension centers of the university and provide a platform for the learners to interact with the counselors and experts. They provide academic counseling and liaison in the matters related to academics, examination and administration. Regional centers oversee the functioning of the study centers and act as a link between the university headquarter and the study centers.

Counseling and personal contact programme are an integral part of teaching and learning process. Counseling at KSOU is distinctly different from the conventional classroom teaching and is much an interactive session. These sessions are conducted at the convenience of the students. In certain specialised subjects, experts from the profession are invited for interaction. Gyanvani, the dedicated FM radio channel airs educational programmes on various subjects regularly to augment information needs. Radio counseling provides an opportunity for the students to interact live with the experts.

Role of ODL in a Knowledge Society

Open and Distance Learning (ODL), an innovation started off four decades ago has now grown into a powerful force creating opportunities to thousands who are in search of skills, knowledge and challenging openings. ODL today is such an effective tool and it has challenged many long held beliefs and traditions of conventional educational processes. At present open and distance education has a crucial role to play in the process of human development. Greater emphasis on ODL has made many poorly resourced and managed institutions to give way to quality and sophistication of educational facilities, that are offered by professionally managed open universities like KSOU. In this context, KSOU aspires to be on par with the global best practice and benchmarks. It has taken serious note of the roles and responsibilities it shoulders.

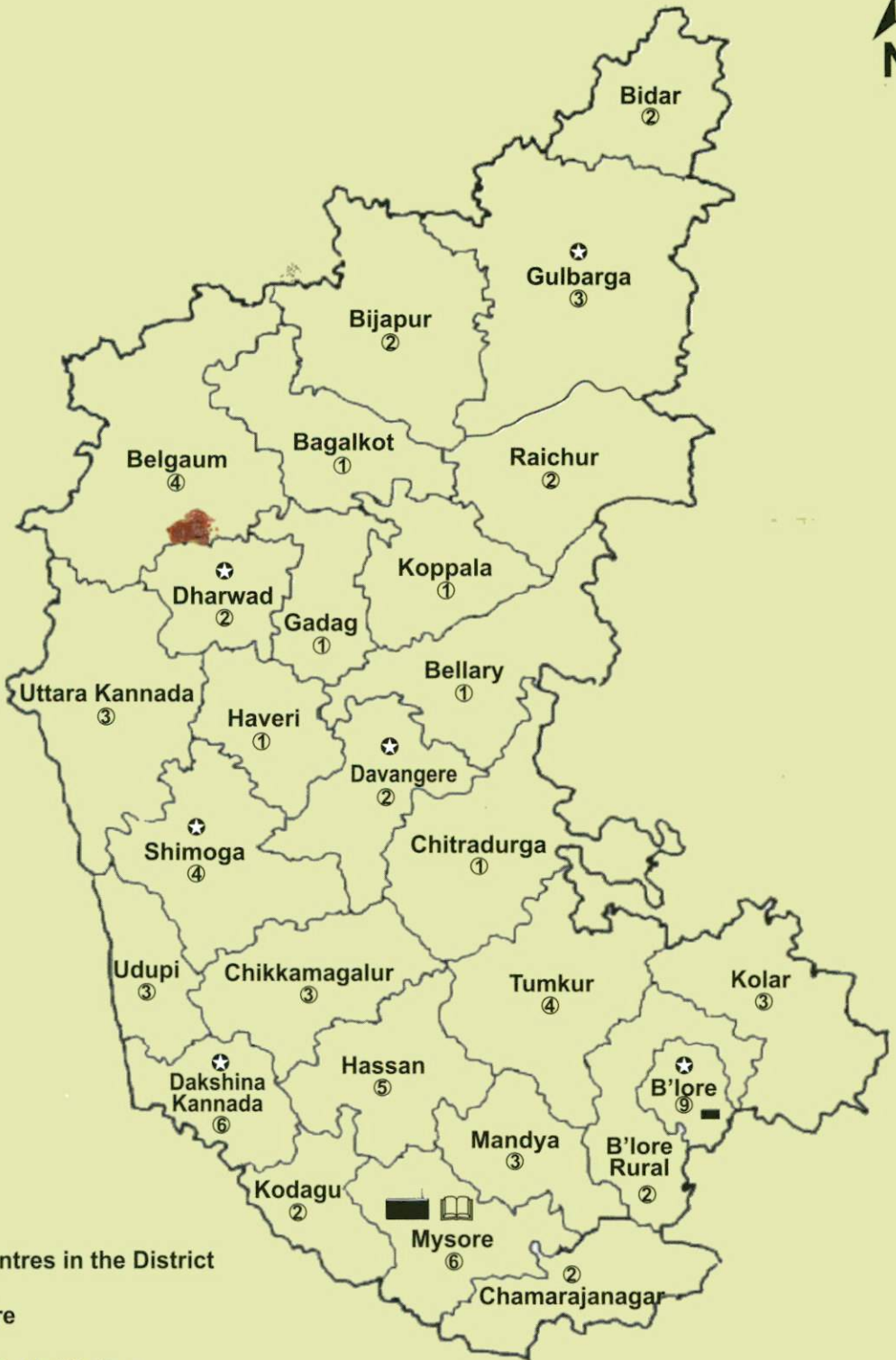
ODL is now the most influential educational phenomenon. New technologies that are emerging have changed the very nature of teaching learning process. Institutional experience world over so far has led to the fine tuning of the ODL process. As the society is moving fast in the first phase of knowledge era, it has become necessary to know how the ODL system works in a knowledge society. Trends in global economy and resource crunch have led to new methods in education and training. Life long learning has become a necessity as people have to remain competitive in order to survive and increase the opportunities that are rewarding.

ODL is always linked to technology particularly to those of multimedia. Integrating the knowledge media into ODL system is another revolution that is in the forefront. Convergence of computing, telecommunications and cognitive sciences will allow more equitable access to resources that are supported by new age technology rather than human resources. Also, the distinction between conventional students in traditional education process and the ODL learners is increasingly blurred. Competitive pressures faced by educational institutions, absence of government funding, commoditization of knowledge market and increased demands for quality inputs and services are the main factors responsible for the rapid change.

Hence, ODL education is gaining momentum as the demand for learning is enormous. The present day trends show a clear shift in approach. Higher education is now mass system rather than an elite one. Academic work produced by a team is emphasized rather than that of individuals. One can also notice that more and more distance education techniques are being adopted in the conventional institutions of higher education in instructional and delivery systems. Use of technology in instructional design and material preparation has made the teacher to don a new role as a mediator, a resource manager to facilitate learning rather than being a mere instructor. Also, interest in the areas of communication and information technology is gaining momentum.

Though collaboration within and outside educational sectors is rapidly increasing technological gap between developing and developed countries still exists. As the new technologies provide new ways of processing and distributing information, new kinds of learning products are being created, element of interactivity among students themselves and with new teachers is increasing. Distance has died down as new methods enable to deliver on demand multimedia education and training services directly to home and offices. Mediated process of communication and learning combined with face to face and virtual human interaction will be the new paradigm. New possibilities in communication technologies and their application have given rise to new trends in ODL process. Drift from mass produced self instructional packages towards collaborative and interactive learning is amply seen. Access to information from multiple sources and multiple formats is now possible. Working collaboratively with peer group and instruction of different sites either synchronously or asynchronously has made work and learning inseparable. Post experience courses are becoming important courses that are being offered by the universities and institutions. With the application of digital technology new forms of literacy has emerged which is distinctly verbal and visual than literary.

In this context, the Department of Mass Communication and Journalism, KSOU has understood the need of the media professionals in India and is striving hard to impart quality training through its programmes. This course is one such sincere effort to serve the needs of the nation.



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