

HISTORY OF JOURNALISM

Complementary Course

BA ENGLISH PROGRAMME

I Semester

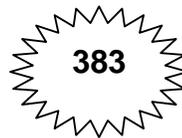
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UNIVERSITY OF CALICUT

SCHOOL OF DISTANCE EDUCATION

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B.A. ENGLISH

HISTORY OF JOURNALISM

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Unit-I INTRODUCTION

ORIGIN OF JOURNALISM

Journalism as a craft, a profession and even as a trade or business, is over two centuries old. It was made possible by coming together of a number of technologies as well as several social and political and economic developments. The main technologies that facilitated the development of large-scale printing and distribution of print material were the printing press and the railways.

As a craft Journalism involves specialisation in one area (editorial, design, printing); for the reporters and the sub-editors for instance, it entails writing to a deadline, following routines in a conveyor-belt like workplace, while respecting the division of labour in the newsroom and the printing press. In earlier times, knowledge of type writing and shorthand were the main skills demanded; today computing and DTP skills are in demand for all areas of Journalism. Also the divisions among the different areas have become blurred.

Difference between Journalism and Other Professions

As a profession it is markedly different from other established professions like law, medicine, engineering, management or teaching. While the established professions require some specialised educational qualifications and training to be recruited to them, Journalism does not make any such requirement essential. There is no bar to anyone entering the profession no matter what one's educational background or professional experience is. From the very beginning Journalism (like the other media professions such as Advertising, Public Relations, Film, Television, Theatre, and Publishing) has been and still remains, an open profession. Further, Journalism has no distinct body of knowledge that defines the profession and marks its relationship with its clients (readers, advertisers, advertising agencies, public relations officials' and others) and other professions.

Debate over journalism

Opinions vary on whether journalism is a calling, a public service, an entertainment, a cultural industry motivated by profit, or a tool for propaganda, public relations and advertising.

Answers to the doubts

Journalism can be a combination of all these or each of this separately. Opinions are not so varied about the other professions. As a business and trade, Journalism involves publishing on a regular basis for profit, with news considered as the primary product. Hence the need to attract advertisers, and readers, through marketing strategies which focus on circulation and readership.

What is Journalism?

The word JOURNALIST', JOURNAL' and JOURNALISM' is derived from the French JOURNAL', which in turn comes from the Latin term 'DIURNALIS' or 'DAILY'.

Journalism is a form of writing that tells people about things that really happened, but that they might not have known about already. People who write journalism are called “journalists.” They might work at newspapers, magazines, and websites or for TV or radio stations. The most important characteristic shared by good journalists is *curiosity*. Good journalists love to read and want to find out as much as they can about the world around them.

Journalism comes in several different forms:

I. News

- A. Breaking news: Telling about an event as it happens.
- B. Feature stories: A detailed look at something interesting that's not breaking news.
- C. Enterprise or Investigative stories: Stories that uncover information that few people knew.

II. Opinion

- A. Editorials: Unsigned articles that express a publication's opinion.
- B. Columns: Signed articles that express the writer's reporting and his conclusions.
- C. Reviews: Such as concert, restaurant or movie reviews.

Online, journalism can come in the forms listed above, as well as:

- Blogs: Online diaries kept by individuals or small groups.
- Discussion boards: Online question and answer pages where anyone can participate.
- Wikis: Articles that any reader can add to or change.

The best journalism is easy to read, and just sounds like a nice, smart person telling you something interesting.

Reporting

How do you get the facts for your news story? By reporting!

There are three main ways to gather information for a news story or opinion piece:

1. Interviews: Talking with people who know something about the story you are reporting.
2. Observation: Watching and listening where news is taking place.
3. Documents: Reading stories, reports, public records and other printed material.

The people or documents you use when reporting a story are called your “sources.” In your story, you always tell your readers what sources you've used. So you must remember to get the exact spelling of all your sources' names. You want everything in your story to be accurate, including the names of the sources you quote. Often, a person's name is not enough information to identify them in a news story. Lots of people have the same name, after all. So you will also want to write down your sources' ages, their hometowns, their jobs and any other information about them that is relevant to

the story. Whenever you are interviewing someone, observing something happening or reading about something, you will want to write down the answers to the “Five Ws” about that source:

- *Who* are they?
- *What* were they doing?
- *Where* were they doing it?
- *When* do they do it?
- *Why* did they do it?

Many good reporters got their start by keeping a diary. Buy a notebook, and start jotting down anything interesting you hear, see or read each day. You might be surprised to discover how many good stories you encounter each week!

Writing

Here are the keys to writing good journalism:

- Get the facts. All the facts you can.
- Tell your readers where you got every bit of information you put in your story.
- Be honest about what you do not know.
- Don't try to write fancy. Keep it clear.

Start your story with the most important thing that happened in your story. This is called your “lead.” It should summarize the whole story in one sentence. From there, add details that explain or illustrate what's going on. You might need to start with some background or to “set the scene” with details of your observation. Again, write the story like you were telling it to a friend. Start with what's most important, and then add background or details as needed.

When you write journalism, your paragraphs will be shorter than you are used to in classroom writing. Each time you introduce a new source, you will start a new paragraph. Each time you bring up a new point, you will start a new paragraph. Again, be sure that you tell the source for each bit of information you add to the story. Whenever you quote someone's exact words, you will put them within quotation marks and provide “attribution” at the end of the quote. Here's an example: “I think Miss Cherng's class is really great,” ten-year-old McKinley student Hermione Granger said. Commas go inside the closing quote mark when you are providing attribution. Sometimes, you can “paraphrase” what a source says. That means that you do not use the source's exact words, but reword it to make it shorter, or easier to understand. You do not use quote marks around a paraphrase, but you still need to write who said it. Here's an example: Even though the class was hard, students really liked it, McKinley fourth-grader Hermione Granger said.

Journalism is a work of collecting, writing, editing and publishing material in newspapers and magazines or on television and radio for general information. In a broader sense, it also refers to works of persons professionally involved in mass communications, advertising, and public relations.

Journalism in its limited sense of reporting incidents and dissemination of information was there in Bengal and other parts of India even in ancient and medieval periods. In ancient India, inscriptions engraved on rocks or pillars served as a medium of information. Emperor Asoka, for example, had his Rock Edicts and Pillar Edicts posted all over his empire and even beyond. He engaged spies and overseers to collect information. During the Sultanate period, the *Barid-i-Mamalik* or commissioner of intelligence used to serve the authorities with the information of the empire. The *munhis* or spies of Sultan Alauddin Khalji communicated even the most trivial things to the Sultan. The Mughal government had a network of news-services-the *waqai-navis*, *sawanih-navis*, and *khufia-navis*. In addition to them there were *harkarah* and *akhbar-navis* for serving the royalties with general information. The *bhats*, *kathaks* and *narasundars* provided the people with social and cultural information. However, due to despotic forms of government and impossibility of reporting objectively, the proto-journalism of Mughal Bengal could never grow into journalism in its proper sense.

Journalism with its modern characteristics originated from Europe in the eighteenth century. Due to colonial reasons, however, it began in Bengal ahead of all countries of Asia. The history of modern journalism in Bengal was inaugurated by Augustus Hicky by publishing a weekly journal, Hicky's Bengal gazette, at Calcutta in January 1780. An advertisement of the paper read, "A weekly political and commercial paper opens to all parties, but influenced by none".

The year 1818 marks the beginning of Bengali journalism. This year witnessed the publication of three Bangla newspapers-*Bengal Gazeti* (Calcutta), *Digdarshan* (Calcutta) and *Samachar Darpan* (Serampore). *Bengal Gazeti* is said to have been published first which was followed by *Samachar Darpan* and *digdarshan*. The first Bangla newspaper, *Samachar Darpan*, was published from serampore in 1818. The first weekly within the territory of today's Bangladesh, *Rangpur Bartabaha*, was published in 1847 from rangpur and the first weekly from Dhaka, *Dacca News*, was published in 1856. The long lasting Dhaka prakash was first published in 1861 and *Dhaka Darpan* in 1863.

Journalism as a profession took a new turn from the beginning of the twentieth century. Nationalist agitation, rise of Muslim nationalism, the First and Second World Wars and the introduction of representative government contributed to the rapid increase in newspaper readership. The Partition of Bengal in 1947 and emergence of Dhaka as the capital of East Bengal was another important factor that contributed to the growth of journalism in Eastern Bengal. At present, about 1,800 newspapers and periodicals are published from different parts of Bangladesh. It speaks of a massive development in the field of journalism since 1947.

Until very recently, journalism was practised by people who rarely had any formal training in the profession. The craft of journalism is learnt through apprenticeship and long association with the profession. Training in journalism originates from the USA and now it is an established institution in Bangladesh as well. Most universities of the country teach journalism and related subjects in independent departments. In addition to this, journalism is taught and journalists are trained in several public institutes and centres.

Journalists have general and branch-wise associations not only for promoting professional interests but also for developing professional potentialities and ethics. In Bangladesh, most journalists are members of professional trade unions that work as pressure groups in protecting their rights and

privileges. Journalism is now pursued as a respectable career, though the political realities prevailing in Bangladesh have made the profession particularly challenging. For truth and analyses of events and information, general people turn more to journalists than to public leaders and political parties. While gathering information and reporting an incidence, journalists often become targets of vested interests including government. Thus assault or manhandling or even killing and maiming of journalists by the exposed vested interests are quite common.

Scope of Journalism

Journalism is a field that is worth working. It is one of the most prestigious careers one can get today. As one might be aware the tools of Communication and Technology are television, the printed media and radio. The internet is a more recent addition to this list. A lot of students are getting attracted to this field nowadays. This is mostly due to the fact that a career in journalism can be challenging as well as highly rewarding.

Many Indian colleges offer students with journalism course at the graduate and postgraduate levels. Certification courses are also available. These courses are available in English, Hindi and other Indian languages. **Institutes in India that offer courses in journalism.** These are a few best institutions in our country that offer courses in journalism and mass communication:

- Banaras Hindu University
- Chennai University
- Jamia Millia Islamia
- Kashi Vidyapeeth
- Kurukshetra University
- Pune University
- University of Calcutta
- University of Delhi
- University of Mumbai

Personal Attributes

Those who are interested in a career in the field of journalism must be completely confident and should have a good personality. It is also needed by them to have the capability to write and present correctly. In addition to this, an inquisitive mind and good communication skills will be most beneficial for them. Awareness about the present and a sincere interest towards current affairs is necessary as well.

Career opportunities available for journalism in India

Students stand the chance of getting jobs with news channels such as NDTV, Discovery, BBC and the CNN and with leading newspapers such as The Times of India, the Indian Express and The Economic Times. There are also chances that they might get paid internship in these organisations. The initial salary for trainees will be as much as Rs. 3,500-Rs. 5,000. A reporter can expect around Rs. 6,500 - Rs.10, 500. Those who are employed at the post of editors will get approximately Rs. 7500 - Rs. 12 000.

Principles of Journalism

In 1997, an organization then administered by PEJ, the Committee of Concerned Journalists, began a national conversation among citizens and news people to identify and clarify the principles that underlie journalism. After four years of research, including 20 public forums around the country, a reading of journalism history, a national survey of journalists, and more, the group released a Statement of Shared Purpose that identified nine principles. These became the basis for *The Elements of Journalism*, the book by PEJ Director Tom Rosenstiel and CCJ Chairman and PEJ Senior Counselor Bill Kovach. Here are those principles, as outlined in the original Statement of Shared Purpose.

A Statement of Purpose

After extended examination by journalists themselves of the character of journalism at the end of the 20th century, we offer this common understanding of what defines our work. The central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society.

This encompasses myriad roles--helping define community, creating common language and common knowledge, identifying a community's goals, Heros and villains, and pushing people beyond complacency. This purpose also involves other requirements, such as being entertaining, serving as watchdog and offering voice to the voiceless.

Over time journalists have developed nine core principles to meet the task. They comprise what might be described as the theory of journalism:

1. Journalism's first obligation is to the truth

Democracy depends on citizens having reliable, accurate facts put in a meaningful context. Journalism does not pursue truth in an absolute or philosophical sense, but it can--and must--pursue it in a practical sense. This "journalistic truth" is a process that begins with the professional discipline of assembling and verifying facts. Then journalists try to convey a fair and reliable account of their meaning, valid for now, subject to further investigation. Journalists should be as transparent as possible about sources and methods so audiences can make their own assessment of the information. Even in a world of expanding voices, accuracy is the foundation upon which everything else is built--context, interpretation, comment, criticism, analysis and debate. The truth, over time, emerges from this forum. As citizens encounter an ever greater flow of data, they have more need--not less--for identifiable sources dedicated to verifying that information and putting it in context.

2. Its first loyalty is to citizens

While news organizations answer too many constituencies, including advertisers and shareholders, the journalists in those organizations must maintain allegiance to citizens and the larger public interest above any other if they are to provide the news without fear or favor. This commitment to citizens first is the basis of a news organization's credibility, the implied covenant that tells the

audience the coverage is not slanted for friends or advertisers. Commitment to citizens also means journalism should present a representative picture of all constituent groups in society. Ignoring certain citizens has the effect of disenfranchising them. The theory underlying the modern news industry has been the belief that credibility builds a broad and loyal audience, and that economic success follows in turn. In that regard, the business people in a news organization also must nurture--not exploit--their allegiance to the audience ahead of other considerations.

3. Its essence is a discipline of verification

Journalists rely on a professional discipline for verifying information. When the concept of objectivity originally evolved, it did not imply that journalists are free of bias. It called, rather, for a consistent method of testing information--a transparent approach to evidence--precisely so that personal and cultural biases would not undermine the accuracy of their work. The method is objective, not the journalist. Seeking out multiple witnesses, disclosing as much as possible about sources, or asking various sides for comment, all signal such standards. This discipline of verification is what separates journalism from other modes of communication, such as propaganda, fiction or entertainment. But the need for professional method is not always fully recognized or refined. While journalism has developed various techniques for determining facts, for instance, it has done less to develop a system for testing the reliability of journalistic interpretation.

4. Its practitioners must maintain an independence from those they cover

Independence is an underlying requirement of journalism, a cornerstone of its reliability. Independence of spirit and mind, rather than neutrality, is the principle journalists must keep in focus. While editorialists and commentators are not neutral, the source of their credibility is still their accuracy, intellectual fairness and ability to inform--not their devotion to a certain group or outcome. In our independence, however, we must avoid any tendency to stray into arrogance, elitism, isolation or nihilism.

5. It must serve as an independent monitor of power

Journalism has an unusual capacity to serve as watchdog over those whose power and position most affects citizens. The Founders recognized this to be a rampart against despotism when they ensured an independent press; courts have affirmed it; citizens rely on it. As journalists, we have an obligation to protect this watchdog freedom by not demeaning it in frivolous use or exploiting it for commercial gain.

6. It must provide a forum for public criticism and compromise

The news media are the common carriers of public discussion, and this responsibility forms a basis for our special privileges. This discussion serves society best when it is informed by facts rather than prejudice and supposition. It also should strive to fairly represent the varied viewpoints and interests in society, and to place them in context rather than highlight only the conflicting fringes of debate. Accuracy and truthfulness require that as framers of the public discussion we not neglect the points of common ground where problem solving occurs.

7. It must strive to make the significant interesting and relevant

Journalism is storytelling with a purpose. It should do more than gather an audience or catalogue the important. For its own survival, it must balance what readers know they want with what they cannot anticipate but need. In short, it must strive to make the significant interesting and relevant. The effectiveness of a piece of journalism is measured both by how much a work engages its audience and enlightens it. This means journalists must continually ask what information has most value to citizens and in what form. While journalism should reach beyond such topics as government and public safety, a journalism overwhelmed by trivia and false significance ultimately engenders a trivial society.

8. It must keep the news comprehensive and proportional

Keeping news in proportion and not leaving important things out are also cornerstones of truthfulness. Journalism is a form of cartography: it creates a map for citizens to navigate society. Inflating events for sensation, neglecting others, stereotyping or being disproportionately negative all make a less reliable map. The map also should include news of all our communities, not just those with attractive demographics. This is best achieved by newsrooms with a diversity of backgrounds and perspectives. The map is only an analogy; proportion and comprehensiveness are subjective, yet their elusiveness does not lessen their significance.

9. Its practitioners must be allowed to exercise their personal conscience

Every journalist must have a personal sense of ethics and responsibility--a moral compass. Each of us must be willing, if fairness and accuracy require, to voice differences with our colleagues, whether in the newsroom or the executive suite. News organizations do well to nurture this independence by encouraging individuals to speak their minds. This stimulates the intellectual diversity necessary to understand and accurately cover an increasingly diverse society. It is this diversity of minds and voices, not just numbers that matters.

Journalism, Mass Media and Communication

Journalism is the field concerned with producing news reports and editorials through various forms of media including newspapers, magazines, radio and television, and the Internet. Journalists—be they writers, editors or photographers; broadcast presenters or producers—serve as the chief purveyors of information and opinion in contemporary mass society. "News is what the consensus of journalists determines it to be."

From informal beginnings in the Europe of the 18th century, stimulated by the arrival of mechanized printing—in due course by mass production and in the 20th century by electronic communications technology—today's engines of journalistic enterprise include large corporations with global reach.

The formal status of journalism has varied historically and, still varies vastly, from country to country. The modern state and hierarchical power structures in general have tended to see the unrestricted flow of information as a potential threat, and inimical to their own proper function. Hitler described the Press as a "machine for mass instruction," ideally, a "kind of school for adults."

Journalism at its most vigorous, by contrast, tends to be propelled by the implications at least of the attitude epitomized by the Australian journalist John Pilger: "Secretive power loathes journalists who do their job, who push back screens, peer behind façades, and lift rocks. Opprobrium from on high is their badge of honour."

Censorship, governmental restriction or even active repression of individual journalists and non-state organs of communication continue to cause, at best, intermittent friction in most countries. Few formal democracies and no authoritarian governments make provision for protection of press freedom implied by the term Fourth Estate.

The rise of internet technology, in particular the advent of blogging and social networking software, further destabilize journalism as traditionally understood, and its practitioners as a distinct professional category. Combined with the increasing leakage of advertising revenue from print and broadcast media to the internet, the full impact of the arrival of the citizen journalist—potentially positive (proliferation having thus far proved more difficult to police) as well as negative—is yet to be seen.

A Media study is a collection of academic programs regarding the content, history, meaning and effects of various media. Media studies scholars vary in the theoretical and methodological focus they bring to mass media topics, including the media's political, social, economic and cultural roles and impact.

Media studies draw on traditions from both the social sciences and the humanities, and overlap in interests with related disciplines mass communication, communication, communication sciences and communication studies. Researchers develop and employ theories and methods from disciplines including cultural studies, rhetoric, philosophy, literary theory, psychology, political science, political economy, economics, sociology, social theory, social psychology, media influence, cultural anthropology, museum studies, art history and criticism, film and video studies, and information theory.

Scholars may focus on the constitution of media and question how they shape what is regarded as knowledge and as communicable. The related field of media psychology concerns itself with the psychological impact of the media on individuals and cultures. (See the *Journal of Media Psychology* and the Media Psychology Division of the APA.)

Communication is the process of transfer information from one person to another person. Communication is commonly defined as "the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs", or "an act or instance of transmitting" or "a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior" or "exchange of information". Communication can be perceived as a two-way process in which there is an exchange and progression of thoughts, feelings or ideas towards a mutually accepted goal or direction. Communication as an academic discipline relates to all the ways we communicate, so it embraces a large body of study and knowledge.

Concept of the fourth Estate

The fourth estate is the public press, referred to as a collective and encompassing photographers, journalists, television broadcasters, and radio announcers, among others. Many people generally agree that the fourth estate has immense political and social power, thanks to the fact that the press can be used to shape societies while imparting news of note and commentary of interest. Because the fourth estate is recognized as such an important body, many nations have laws which protect the rights of the press, ensuring that citizens have access to reporting on matters of interest and of note.

The origins of the term “the fourth estate” are best explained within the context of the medieval “estates of the realm.” In medieval society, three “estates” were formally recognized: the clergy, the nobility, and the commoners. Each estate had a very distinct social role and a certain level of power, and the idea of the estates of the realm became so entrenched in European society that it still lives on, to some extent, although society is far more egalitarian today.

In the middle of the 19th century, people began referring to the press as a fourth estate, referencing the fact that most parliaments and other houses of government had an area set aside specifically for the use of the press, and pointing out that the press was a distinct group within the larger framework of the realm. Several historians credit the coinage of the term to Edmund Burke, who is said to have referenced the fourth estate when discussing the French Revolution, and Thomas Carlyle, a 19th century author, popularized the term.

The press plays a very important role in most societies, reporting on a wide variety of topics and creating powerful personalities who are relied upon for sources of information and commentary. Writing about the first estate in 1841, Thomas Carlyle pointed out that the press had a powerful role in parliamentary procedure, shaping the will of the people and influencing the outcome of votes among the government, as well. Carlyle also argued that the press was an important part of a democratic society, saying that writing gives people “a tongue which others will listen to.”

Because of the importance of journalism in society, most members of the fourth estate abide by certain professional and personal ethics. Many journalists attempt to cultivate an air of neutrality, focusing on reporting of the issues as they are so that people can judge the facts for themselves, while others focus on offering commentary and analysis from the perspective of a particular position. Journalists are careful as a whole to protect the integrity of the press, protecting sources, verifying information before publication, and using a variety of other techniques to convey a trustworthy appearance to the public, encouraging people to put their faith in the press.

MASS COMMUNICATION

AIR FM Gold, AIR FM Rainbow, Radio Mirchi, Doordarshan, Star, Zee, Dishnet, Tata Sky... The list is unending. Breaking news, flash, sting operation, live coverage of cricket... The ways we communicate has changed in the area of mass communication or for most people in the mass media. We enjoy all that entertainment, music, reality shows, serials, beauty parades and fashion shows. From newspapers and magazines we have moved over to films, television and internet. All these are different forms of mass media and what they do is to communicate with the large unseen audiences nationally and internationally.

In this lesson, you will learn the meaning of mass communication and the different forms of mass media.

Meaning

The simplest definition of mass communication is “*public communication transmitted electronically or mechanically.*” In this way messages are transmitted or sent to large, perhaps millions or billions of people spread across the world. How are these messages sent? They are sent through different forms of mass media such as newspapers, magazines, films, radio, television and internet. Media is the plural for the word medium or ‘means of communication’. Means of communication is also called channel of communication. Mass

Communication can therefore also be defined as ‘who’, ‘says what’, ‘in which channel’, ‘to whom’, ‘with what effect’. ‘Who’: refers to the communicator. Says ‘what’? Here ‘what’ means the message? What the communicator has written, spoken or shown is the message. ‘In what channel’: This refers to the medium or channel like the newspaper, radio, or television. ‘To whom’: This refers to the person receiving the message or the receiver. In which channel? “With what effect”: This refers to the impact of a message on a channel or medium. Let us assume that you have been informed about an event in a newspaper, or on radio of a social message. If this has changed your attitude towards a social evil like dowry or if a film song on television has entertained you, it may be called “the effect”.

People who make films, write news, produce radio and television programmes or advertisements are all communicators who have a message for you. The medium through which messages are communicated such as newspaper, radio or television are the channels. That brings us to the functions of mass communication.

Functions

News and discussions may inform you; radio and television programmes may educate you; films and television serials and programmes may entertain you. INFORM, EDUCATE AND ENTERTAIN. These are the functions of media. Let us learn more about these functions of media. Those who write, direct or produce programmes are people who give us messages. Let us consider the example of a news bulletin on radio or television or a news item in a newspaper. They inform us of some event or happening.... “A new President is elected”, “The country has developed a new missile”, “and India has beaten Pakistan in cricket”, “25 killed in a bomb blast”... All these inform us. These are properly designed or written messages given by people who are communicators. A doctor speaks on radio or television or writes in a newspaper about how to prevent a disease. Experts tell farmers on radio or television about a new crop, seed or agricultural practice. Thereby, the farmers are educated. All the commercial cinema, television serials and music programmes are entertaining.

The channels are the means through which messages are sent. These may be newspapers, films, radio, television or the internet. Mass media have tremendous impact on their readers, listeners and viewers. That is the effect. People watch an advertisement on television and buy the product. They are motivated to buy the product to satisfy their needs. When India became independent agriculture in the country was not developed. We did not produce enough rice or wheat to feed our people. We were importing food and the population was also growing fast. There were too many mouths to

feed. So the government used the media, especially radio to change this situation. The farmers who were mostly illiterate were told to use the right seed, fertilizers and new techniques on farming. The effect was remarkable. We went through a revolution in agriculture and that was called the Green Revolution. Similarly, the media stressed on the need for small families. Many people followed the small family norm and decided to have only two or three children.

Take for example, the campaign on polio. The mass media informed and educated the people about the polio vaccine to eradicate polio. Messages are created using creativity and film stars deliver these messages. Have you seen Amitabh Bachhan saying “*Doh boond zindagi ki*” on television meaning “two drops of life”?

Origin

The term ‘mass communication’ may be considered as a 20th century development. Sending messages to a large number of people and at greater speed was what man was always looking for. There was a time when men on horseback travelled long distances to convey news about say, a war. Pigeons were used as postmen to deliver messages. You may have heard of Kalidasa who was one of the greatest Sanskrit poets. In his poem ‘Meghdoot’, a Yaksha (celestial singer) sends messages to his beloved through the clouds.

The invention of paper and printing, and later newspapers, were the first steps towards mass communication. But it was only through the telegraph, invented by Samuel F. B. Morse in 1835, that messages could be sent long distances using a code. The next step was to send messages through human voice. Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances. However, it was the invention of the radio by Marconi in 1901 which made sending of human voices over long distances possible. In 1947 the invention of the transistor made radio the most popular medium for sending voice messages. Today television, which can send voice as well as pictures, is found almost everywhere. This was invented by Baird in 1920.

You may be wondering what actually the difference between mass communication and mass media is. The moment someone mentions the term mass media, you would probably think of television because that is the most popular mass medium today. When we discussed mass communication we used the word ‘channel’ or ‘medium’. Media, as you have already learnt is the plural of medium. A medium is just a means used to send messages. When we meet someone and speak to that person, it is face to face communication. But when we talk about a mass medium like television it is not face to face communication.

There is a mass or a very large number of people watching it. The first medium used to communicate with a large number of people was the newspaper. Then came a truly mass medium, the radio invented by Marconi. Newspapers had limitations like the time factor. News had to be collected, compiled, edited and printed in advance and then sent for people to read them. All these took plenty of time. For example, what you read in your morning newspaper was printed around midnight. That means it does not contain anything that happened after midnight. Of course, those who read a newspaper have to be literate. You will learn more about different forms of mass media in the subsequent modules.

PAPER

You have already studied that the invention of paper was a turning point in communication. Before the invention of paper, writing was done on rocks, leather, palm leaves etc. You might have seen some old writings on rocks or, say, some 'stupas' of Ashoka or some old Sanskrit or other Indian language documents written on palm leaves. Though the Chinese are credited with the use of some sort of paper in 105 AD, the word 'paper' is derived from the name of a plant Papyrus, that grows on the banks of river Nile in Egypt. For us, today, paper of different kinds and colours is neither a wonder nor a rare thing. Can you think of a world without paper? Your studies are almost entirely dependent on paper.

Your textbooks, note books, copies, examination question papers, different forms you fill in to join an educational institution, the answer sheets that you use to write the examination are all made of paper. Can you also think of a world without newspapers, magazines and even wall posters? With paper universally available, ideas and thoughts of people could be shared by others. Paper plays an important role in every field of literary human activity, from education and knowledge to entertainment and business. Train, bus, air or cinema tickets are all made of paper.

PRINTING

It is believed that Johannes Gutenberg of Germany was the first to develop printing around 1439. With printing, there was a revolution in the way communication developed. Knowledge and information, which was till then the monopoly of certain sections of the upper strata of society, slowly became available to ordinary people. Spread of knowledge, available in print between two hard covers, was fast. Schools, colleges and universities were places with their libraries making books available to those who wanted to read even if they could not afford to buy them. Later newspapers and journals also became popular.

The printing process that Gutenberg developed later underwent much change and mechanization. Today printing has become highly sophisticated and the print media, namely newspapers, weeklies and monthlies use these modern printing presses which are capable of printing very fast. Computers have further improved printing operations. You will learn more about printing in our 'print media'.

DIFFERENT FORMS OF MASS MEDIA NEWSPAPERS AND JOURNALISM

You have already studied that the invention of paper and printing led to the development of newspapers. Newspapers are printed and published for providing information of public interest, advertisements and views. These publications are usually issued daily, weekly or at other regular intervals. Newspapers were first published in countries like Germany, Italy and the Netherlands in the 17th century. Later it spread to countries all over the world. Early owners of newspapers were people who took up journalism to fight social problems. You may now ask what 'journalism' is. Journalism involves the collection of information and communicating it. It also involves the selection and editing of information and printing and presentation of events, ideas, information and controversies in their proper context.

Journalism was started in India during the British days by Englishmen and later by national leaders and social reformers like Raja Rammohan Roy, Bal Gangadhar Tilak and later Mahatma Gandhi. They used journalism to fight the British during our freedom movement. Gandhiji started the Indian Opinion in 1903 in South Africa to fight for the rights of the Indians there. Later in India he started the 'Harijan' and wrote for 'Young India'. Today in India, a large number of newspapers in various languages reach millions of people every morning.

WIRELESS COMMUNICATION

When we discussed the origin of mass communication two inventions were mentioned. The first was the efforts of Samuel Morse in sending messages using a code in 1835. Later on the international Morse Code was developed in 1851. Until, recently we had the electric telegraph of Morse to send messages across the continents. In course of time messages could be sent without using any wires or cables. The cell phone that we use today is a fine example of wireless communication.

PHOTOGRAPHY

You may be familiar with a camera and of course photographs. In photography, images are produced using light. Photography was developed in the 19th century by two people from France, Nicéphore Niepce and Louis-Jacques-Mandé Daguerre. Till a few years back we were taking black and white photographs. Later colour photographs could be taken using an emulsion. Newspapers, magazines and advertisements used photography. By the end of the 20th century photographers began using the digital technology, making photography easier and the cameras user friendly. Even cell phones today have such digital cameras.

FILMS

In the previous section, we discussed photography. The pictures or photographs taken using a camera may be called 'still photographs' because they are permanent and do not move. The logical development from still photography was what we call 'motion pictures' or 'movies'. In this technology, a series of still photographs on films were projected in rapid succession onto a screen. The camera used for this was called a movie camera. The motion picture machines used to project the films into moving images and later talking pictures were developed by Thomas Alva Edison in the USA and the Lumiere brothers in France. In fact the Lumiere brothers came to India and showed moving pictures in Bombay. Just as in Hollywood in America, India also developed the art and technology of motion pictures. First they were silent and then the talkies came in 1927. The first Indian motion picture was *Raja Harishchandra* by Dada Saheb Phalke and the first talkie was *Alam Ara*. Today films are an integral part of our lives. Films brought in the cult of stars. Who are your favourite film stars? In India the early films were based on mythology and later social issues were also taken up which continue even today.

RADIO

From mere curiosity and technical experiments radio became a truly powerful and popular medium of mass communication. After it was developed in the west we had radio by the 1920s and the first formal radio station was started in Bombay. You will learn about radio in detail in the module on 'Radio'.

TELEVISION

One of the technological marvels of the 20th century was television invented in 1920 by Baird. In India, television started in 1959 on an experimental basis and the first television station was set up in Delhi. The beginnings were modest and slow but television was popular and became available in colour in 1982. Today Doordarshan has one of the largest television networks. From early 1990s satellite television also came to India and later Direct to Home (DTH) television.

NEW MEDIA

Development and widespread use of computers and information technology have resulted in the emergence of what is called 'new media'. It includes computers, information technology, communication networks and digital media. This has led to another process in mass communication called 'convergence'. Convergence means coming together of many forms of media and other formats like printed text, photographs, films, recorded music or radio, television etc. Though it is hard to separate old media from new media the worldwide web or internet has changed the way in which we communicate. You will learn more about this later.

TRADITIONAL MEDIA

Traditional media are a part of our country's rich heritage. They have as a base our strong oral tradition. They belong to our own land and are strongly rooted in our culture. They are as varied and diverse as our culture itself. Life in India is deeply influenced by agriculture and religion. So also are the seasons. From very ancient days we have been having fairs and festivals celebrated with spontaneous songs and dances. These songs and dances are traditional forms of media which inform, educate and entertain people. The advent of faster forms of media has affected traditional media. However the performers or communicators and the audience in traditional media are known to each other unlike in radio or television. The environment in which the performances take place is natural, known and friendly. The messages are also simple; the content known and the language and idioms are familiar. Unlike other modern media, people never get tired of them. Let us consider the example of the Ram Lila celebrated and performed all over north India. The story of Ramayana is known to every one and so are the performers. They repeat the same story every year, yet people come in large numbers to see them. But can you see an ordinary Hindi film a number of times?

There are several forms of traditional media in our country. They are known by different names in different regions. Some common examples of traditional media are story telling, folk songs, street theatre and puppetry. Some forms of traditional media like traditional songs and mythological stories are written down as proper text. But different forms of folk media are generally spontaneous or are made on the spot.

The History of Print Media

In the modern world, we do not normally think about print media in our daily life, but it is constantly all around us in the form of books, newspapers, magazines, advertisements, etc. Although a lot of these we view on computerized devices, at one point there was no such thing as a printer. In fact, at one point, there was no such thing as printed media at all! In this paper we will

discuss the history of print media including graphic design, typography, books, newspapers, and magazines.

Graphic design has its roots in the same rich cultural history of all art. The history of graphic design stems from these ancient beginnings. The term graphic design was actually coined in 1922 by book designer William Addison Dwiggins.

Until then, and even after, graphic design was called “commercial art.” Like all recreational and applied arts, graphic design got its real beginning with the invention of the printing press. Previously, art and other creative works had to be hand copied. Even after the printing press was invented, the evolution of graphic design was sluggish until the 19th century. In Britain, the division created between fine art and applied art boosted this evolution and some of the most major design products were published through the Arts movement. William Morris made a great deal of business publishing books with stylish printings. This played a significant role in attracting the potential market as well as commercializing graphic design; in addition he was a pioneer for the separation of commercial design and fine arts. Another great influence from the 19th century was Piet Mondrian, a painter, who greatly influenced today’s modern graphic design. Though he was not a graphic designer, his use of grids was the origin of modern day advertisement. A booming period for graphic design was after World War II; as the American economy thrived, the demand for graphic design, particularly on advertisement and packaging, really took off. In mid-1980, the arrival of desktop publishing and the launching of software applications like Illustrator and Pagemaker introduced an era of designers to computer image manipulation and 3D image creation. Computer graphic design facilitates instantaneous layout or typography changes.

Writing/type is the visual manifestation of the spoken word. And words are what we communicate with. Thus, it is no overstatement when we say that type is the essence of visual communication, and, by extension, of visual communication design. Type, where it is present, is simply the single most important element that you put on a page, since it inherently carries the essence of communication. Typography is the study of type and typefaces, the evolution of printed letters. Since man did not begin to write with type, but rather the chisel, brush and pen, it is the study of handwriting that provides us with the basis for creating type designs. The letterforms we use today were not always as we see them now. Over the past 5000 years, they have evolved, linked to the rise and fall of civilizations, with different cultures adding their own distinct imprint on the symbols of language. In 1450, Johann Gutenberg invented movable type along with the printing press. By 1455 he had completed his forty-two line Bible. The invention and development of the printing press brought about the most radical transformation in the conditions of intellectual life in the history of western civilization. It opened new horizons in education, and the communication of ideas. Its effects were sooner or later felt in every area of human activity. The printing press was a major catalyst of the European witch hunts which occurred from the 1400s to the 1700s. This was due to two Dominican Order inquisitors, James Sprenger and Henry Kramer, who wrote “*Melleus Maleficarum*” in order to refute claims that witches didn’t exist. Its popularity was immediate and was reprinted at least 20 times between 1574 and 1669. At one point it was second only to the Bible in popularity. Without the printing press and multiple printings, this would not have been possible.

Writing with words was invented by the Sumerians about five thousand years ago. Writing started as inscriptions on stones, seals, brooches and containers, followed by the papyrus rolls of

the Egyptians. From around 500 B.C., the papyrus roll became dominant. Clay tablets only survived for another five hundred years. Temporary records could be kept on wooden tablets, hollowed out and filled with wax coating. These tablets were connected in groups which formed a model for the later codex book. The traditional modern form of a book is called a codex. This format has existed for about 1900 years. Codex became dominant within 200 years. It has survived so long because it has many unique advantages. The first codex used papyrus or parchment made from animal skin as a writing surface. Another, more expensive writing material was vellum, made at first only from calf skin. Paper wasn't invented until 105 A.D., in China. It was prepared from bark and hemp at first. Paper was not made in Europe until 1276 A.D., in Italy, and not in England until 1495. A major advance in the West was Johann Gutenberg's printing press from cast metal type. This change eventually led to a series of advanced digital electronic processes. It was only a matter of time before books could exist in a purely electronic form. The electronic book (e-book) began to emerge in its own right in the last years of the 20th century.

The printing press also made possible newspapers and their subsequent growth. In 1660, in Boston, the first newspaper appeared, named *Publick Occurrences*. It was published without authority, was immediately suppressed, its publisher arrested, and all copies destroyed. The first successful newspaper was the *Boston News-Letter* begun by postmaster John Campbell in 1704. Although it was heavily subsidized by the colonial government, the experiment was a near-failure. Newspapers transformed American journalism into a dynamic, hard-hitting force in the nation. People were able to know what was going on in their area, without waiting to hear by word of mouth. Initially, newspapers were very local, but have grown and now bring worldwide news into even smaller, isolated communities.

In 1731, the first magazine, the *Gentlemen's Magazine* originally published "a repository of all things worth mentioning," printed at St. John's Gate in England, by Edward Cave. Edward Cave died in 1754 and the job of editor was passed on to David Henry, Edward Cave's brother-in-law, and Richard Cave, Edward's nephew. The magazine gave all news for matters of information and amusement. This included topics on: science, religion, folklore, politics, current events, comedies, poetry, etc. The *Gentleman's Magazine* offered a way for up-and-coming poets, such as William Wordsworth, Samuel Johnson and others, to become noticed and recognized. The magazine also contained extensive amounts of genealogical information such as listings of births, marriages, and deaths and has become an important resource for historians and genealogists.

All of these events helped to form the print media that we know today in the modern world. Today, graphic design, the visual communication, is planted in the rich soil of computer ground, and fertilized with the latest hardware and software technologies. Graphic designer's worldwide work through computers loaded with the latest gadgets and gizmos, software and hardware, academia and technology, information and communication, and is generating the new history of graphic design in their design laboratories.

Unit-II

EMERGENCE OF MODERN JOURNALISM

PRINT MEDIA

There are different forms of mass media. Print media is one of them. It is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.

Newspapers

Print media generally refers to newspapers. Newspapers collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called evening papers. Why do people read newspapers? They read newspapers for a variety of reasons. Let us consider a few examples. Yesterday while going to the city you might have seen an accident. Two buses had collided and by the mere sight you could make out that many passengers must have been killed or injured. You were busy with your daily engagements and forgot about the accident. Only today morning you recalled that incident. You were curious to know more about it. You wanted to know how many passengers were killed or injured. Where will you look for these details? In a newspaper, of course so you would pick up a newspaper and read all about the accident.

Ramu and Ravi were planning to go for a movie. Both got pocket money from their parents and permission to go for a film. Ramu asked Ravi whether he knows the names of films playing in different theatres in the City. Ravi was also not sure about it. So they picked up a newspaper. The paper gave all the details about films shown in different cinema halls in the city. You must have seen such columns in the newspaper. They appear under the title 'entertainment'. So you look into the newspaper for entertainment also. Raju is a resident of Bhopal. He wanted to visit his uncle in Delhi. As he was busy during the weekdays, he was free only during weekends. Before booking the tickets, he wanted to know about the train timings. He used to see that the local newspaper carries a column on train timings. So he picked up that paper and decided on the train in which he should reserve a ticket. You must have seen such columns in newspapers. They give you such information. So you are reading the paper for information also. Thus newspapers play a very important role in our daily life. We read the newspaper for:

- ❖ news
- ❖ entertainment
- ❖ information

History of Printing

Have you seen a palm leaf? There was a time when people used to write on palm leaves. This was before the discovery of paper. Some of the old manuscripts written on palm leaves are preserved in our National Manuscript Library in Delhi.

The Chinese were the first to invent the art of printing. They made wooden blocks to print letters. This was started during the period of the Tang Dynasty in 600 AD. The oldest known surviving printed work in a woodblock is a Buddhist scripture of 684 AD. It is now exhibited in a calligraphy museum in Tokyo, the capital of Japan.

The first printed book published in China was the Buddhist text, the “Diamond Sutra” by Wang Chik in 868 AD. Some copies of the Buddhist scriptures printed in 1377 are preserved in museums in China. Can you imagine a world without paper? Nowadays paper has become an integral part of our life. We read papers in the morning, write on note books made of paper, send letters on paper, use paper boxes to carry things and soon and so forth. You have learnt in an earlier lesson how this paper is made. Though the Egyptians made paper by 3500 BC, it came to Europe only by the 11th century. The first paper mill in Europe was set up in Spain in 1120. Block printing came to Europe by 1300. It is believed that Johannes Gutenberg of Germany had developed printing technology around 1439. Gutenberg also invented an oil-based ink for printing. He printed the Bible in 1450. It was in the Latin language and had 1282 pages. He used movable printing blocks for the book.

Printing technology came to India in 1556. It was the Jesuit priests who brought this technology to our country. The first book printed in India was in Portuguese language in Old Goa. It was *Doctrina Christa* by St. Francis Xavier. The invention of printing has revolutionised mass communication. Books are printed in large numbers and circulated in many countries. No other invention has had such an influence in the history of mankind.

The First Newspaper

Which was the first newspaper published in the world? It is very difficult to point out a single newspaper as the first one. During the Maurya period, kings used to circulate news to the people as proclamations. In ancient Rome, *Acta Diurna*, or government announcements, were published regularly. They were inscribed in metal or stone. These can be considered as the earliest form of newspapers. In China also, the government produced such news sheets called *tipao*. Many researchers consider “The Peking Gazette”, published from China, as the first newspaper. It was started in 618. In the initial stages, this newspaper was hand written and distributed to the readers. Later it was printed and circulated. The Peking Gazette continued its publication till the beginning of the 20th century.

Newsletters circulated by rulers were the first form of newspapers. In India, the East India Company circulated such newsletters. According to the World Association of Newspapers, the first newspaper in the modern sense was published by Johann Carlous in 1605. The name of the paper is a bit long! “*Relation aller Furnemmen und gedencckwandigen Historien*”. In 1609, another newspaper was started from Germany called “*File*”. Yet another newspaper in the modern concept was published from Venice called “*The Gazette*”. But many such earlier newspapers could not survive for long. The rulers were not happy with these publications as some of them started criticizing their rule. So

many papers were forced to close down. In USA, a newspaper “The Public Occurances” lasted only for a day. Similar was the fate of the “Daily Paper” started by James Asher in UK.

Newspapers underwent a lot of changes in their form and content after that. In England, “The Weekly News” was launched in 1622. The first newspaper in the modern concept was published in Oxford in 1655. It was the “Oxford Gazette”. The first newspaper to be published from London was the Daily Courant. It was edited by E. Mallet. In 1784, John Walter launched the “Daily Universal Register” from London which later adopted a new name “The Times”. It is known to be one of the greatest newspapers in the world. In USA, the first newspaper was “Public Occurances”, which was launched in 1690. Postmaster John Campbell started another paper in 1704, “The Boston Newsletter”. In 1783, “Pensilvania Evening Post” was started in USA that had all the features and content of a modern newspaper. Later in 1851 came “The New York Times”.

Do you know which is the largest circulated newspaper in the world? In which country is it published? The largest circulated newspaper is the “Yomi Yuri Shimbun” published from Japan. It has a circulation of 1,45,57,000 copies per day. The second and third largest circulated dailies in the world are also published from Japan.

Newspaper Printing in India

Do you know the old name of Kolkata City? It is Calcutta. Did you know that Calcutta was once the capital city of India? From 1774 to 1922 Calcutta was the Capital of India. Calcutta has also many other firsts in the history of India. The first Railway Company was started here. The first Metro Rail was also in this City. The first Post and Telegraph office and the first western style bank were also opened in Calcutta. Our Supreme Court also began functioning from that city. All of you must have heard about Nobel Prizes. Calcutta city gave the country five Nobel Laureates, Rabindranath Tagore, Sir C. V Raman, Mother Theresa, Ronald Rose and Amartya Sen.

You will find it interesting to note that Calcutta has one more first. It was from Calcutta that the first newspaper was published from India. It was a Britisher who started the first newspaper in our country. On January 29, 1780 James Augustus Hickey launched the “Bengal Gazette”. It has another title “Calcutta Advertiser”. It was popularly known as “Hickey’s Gazette”. The first issue of the paper had two pages and later it was increased to four pages. Its size was 35 cms x 24 cms.

The British East India Company did not consider freedom of the press as good for society. They tried to suppress publication of newspapers. Hickey was a very bold editor. He continued his criticism of British authorities. He published reports attacking the East India Company officials. The British authorities arrested Hickey many times. Finally, they confiscated his paper and press in 1782 and stopped its publication. Hickey was asked to leave the country. He was sent back to England. Copies of the Bengal Gazette are still kept in the National Library in Kolkata and the British Museum in London.

Confiscation of a newspaper is a rare action taken by the authorities if that paper publishes some news report or article that they think is highly objectionable. Through confiscation, the government transfers the press and other materials of the publication to the treasury. Thereby, the office of the paper is sealed and the publication stopped. We have thus seen that Kolkata has a unique place in

the history of Indian newspaper publishing. But it is all the more interesting to note that the second, third and fourth newspapers in the country were also launched from this city.

Following in Hickey's footsteps in 1780, the second newspaper was launched from Calcutta "The Indian Gazette". The "Calcutta Gazette" which started publication in 1784 and the "Bengal Journal" which was launched in 1785 were the third and fourth newspapers to come out from Calcutta. All these four earlier papers were published in the English language. Slowly newspapers started coming out from other parts of the country also. The "Madras Courier" (1785) and "Madras Gazette" (1795) were started from Madras. From Mumbai, the "Mumbai Herald" was launched in 1789. The press regulations and censorship imposed by the British stood in the way of starting more newspapers in India. In 1818, Lord Hastings removed the strict censorship measures for a milder set of policies. This led to the emergence of many new newspapers, including many in Indian languages. Raja Ram Mohan Roy who is known to have fought for the freedom of the press edited a Persian Weekly called 'Mirat-ul-Akhbar'.

The first language newspaper in India was started in Kannada language, the "Kannada Samachar". But the publishers of this paper were not Indians, but foreign missionaries. The first Indian language newspaper published by an Indian was also launched from Calcutta, "The Bengali Gazette" by Gangadhar Bhattacharjee in 1816. The Gujarati daily "Mumbai Samachar" published from Mumbai is the oldest existing newspaper not only in India but also in Asia. It was established in 1822.

CULTURAL AWAKENING AND FREEDOM MOVEMENT

Towards the end of the 19th century, many social reformers began actively campaigning for radical changes in Indian society. The reformation of Hinduism, the move for abolition of sati and efforts to encourage widow remarriage were some of the major reforms. Inspired by these great leaders, many newspapers were started in different parts of the country. All this led to a boom in the newspaper industry in India.

Some of the leading English newspapers were also launched during this time. "The Times of India" (1861) was started as a paper supporting the British. Many of you might have heard about "The Jungle Book". The author of "The Jungle Book", Rudyard Kipling, started "The Pioneer" in 1866 from Allahabad. "The Amrita Bazar Patrika" (1868), "The Statesman" (1875), "The Hindu" (1887) and "The Tribune" (1880) were also started during this period. "The Hindustan Times" was started later, in 1923. In the regional languages, some papers that were launched during that period continue even now as leading papers like "Malayala Manorama" (1888).

When Mahatma Gandhi returned to India, he gave a great impetus to the freedom movement. He was also a great editor. He took over "Young India", the weekly started by the Home Rule Party in 1918. Gandhiji also launched another weekly, called the "Navjeevan", in Gujarati. Later, Gandhiji started the "Harijan" under the editorship of Mahadev Desai. Gandhiji insisted that this paper will not carry any advertisements. But all his publications had wide circulation among readers. Can you guess how many newspapers in India have crossed 100 years of publication and are still in circulation? There are 41 such newspapers in the country and are called centenarian newspapers. Among English dailies, four have crossed this mark: The Times of India, The Hindu, The Tribune and The Statesman. Among language newspapers, Mumbai Samachar, Amrita Bazar Patrika, Malayala Manorama and Deepika are among the centenarians.

ADVENT OF MODERN TECHNOLOGY

Have you ever wondered how the pages of a newspaper are printed? From the days of wooden block printing, newspapers have undergone a sea change. Technological revolution has modernised the print media. For a long time, these were produced by hand composing. Later, these were replaced by monotype and linotype. In this process, a machine operated by a key board was used to compose letters. This has also become obsolete now. Typesetting in computers, offset printing and laser printing have taken over. Desktop publishing has become quite common now.

In earlier days, newspapers were printed only in black and white. Colour printing was not possible at that time. But now almost all the newspapers print colour pages. Some papers print colour only in supplements and special pages. Colour printing has made the pages look brighter and attractive. You may have noticed the fact that all newspapers are not of the same size; some are big, some small and some are very small. Newspapers are classified into three categories according to their size. They are broadsheets, tabloids and Berliners or Midis.

Morning newspapers are generally broadsheets. They are big in size. In India, all major newspapers are broadsheets. Examples include “The Times of India” and “Hindustan Times”. Tabloids are only half the size of broadsheets. In India most of the evening papers are tabloids. Examples are “Mid-day” and “Metro Now”. Presently some of the new morning papers have also adopted the tabloid format. Berliners or Midis are very small newspapers. European papers such as La Monde and La Stampa are Midis. “Mint” is the name of a Berliner published in India. In India, some magazines print special booklets in this format.

Can you now tell the size of the newspaper that you read every day? Is it a broadsheet or a tabloid?

INTERNET PAPERS AND EDITIONS

Have you seen an internet cafe? Nowadays internet cafes are as common as STD /ISD booths. If you have not visited an internet café, please go and see what is happening there.

Internet is a computer based worldwide interlink network. It has no country barriers. So a person sitting in India can access an internet site in USA through the computer network. This has made revolutionary changes in communication the world over. Recently almost all newspapers have internet editions. For example, the Hindustan Times or Indian Express or Times of India can be read on the internet through their net editions. Each paper has a dotcom name for their site, like www.hindustantimes.com or www.timesofindia.com. While you have to pay for buying a newspaper, the internet edition of that newspaper is free of charge and is accessible if you have a computer and internet connection. Some newspapers are published only on the internet. These are called webnewspapers. One advantage of internet papers is that they are available worldwide.

OTHER FORMS OF PRINT MEDIA

Filmfare, Champak, Grihasobha, Chandamama, India Today, The Week, Outlook. Are these names familiar to you? They are also part of the printmedia. But they are not newspapers. They are called magazines. Can you tell the difference between newspapers and magazines? Like newspapers, magazines and weeklies are other forms of print media.

They are published at regular intervals. How do you differentiate between them? A weekly is published once a week and a monthly once a month. A fortnightly is published once in two weeks. A bi-weekly is published twice every week. A tri-monthly is one which is published every three months. These are also known as quarterlies. Then there are certain publications that come out only once a year which are called annuals. "India Today" is a weekly, while "Champak" is a fortnightly. "Grihasobha" and "Vanitha" are monthlies.

John Milton and FREEDOM OF THE PRESS

The renowned poet John Milton's *Areopagitica*, written in 1644, is the earliest extended essay on the FREEDOM OF THE PRESS that continues to be read today. The essay was prompted by a decision of Parliament to reinstate the practice of licensing all books and pamphlets. This occurred a few short years after the institutions of crown censorship, including the infamous Star Chamber, had been abolished as part of a general challenge by the legislature to royal authority. In the interim after the abolition of crown licensing, as a civil war was raging, the leaders of Parliament became distressed both by the efflorescence of radical religious ideas circulating in the streets and by the effectiveness of propaganda then being disseminated by forces loyal to the King. Milton, along with many of his Puritan brethren, was disillusioned by this return to centralized control over thought. He implored the Parliament to have more faith in the English people by trusting them with unlicensed books and pamphlets.

Milton's argument is divided into four parts. First, he asserts that licensing writings are a relatively recent practice, developed by the Roman Catholic Church to thwart the Protestant Reformation and reaching its logical culmination in the Spanish Inquisition. Enlightened regimes tracing back to ancient Greece and Rome eschewed the policy of licensing, Milton claims. In identifying the regulation of speech with the Catholic Church, Milton appealed to the sympathies of his overwhelmingly Protestant audience, and to their widely held fears that the Stuart monarchs planned to return England to the Catholic fold.

Second, Milton argues that exposure to evil is necessary to knowledge of the good. He notes how the wisest thinkers throughout history have made it a point to study the systems of thought they were ultimately to reject and refute. "I cannot praise," Says Milton, "a fugitive and cloistered virtue, unexercised and unbreathed, that never sallies out and sees her adversary...." The theological notion of temptation figures prominently in this part of the argument. "[T]hat which purifies us is trial," Milton asserts, "and trial is by what is contrary."

The third section of the essay develops the claim that as a practical matter the licensing of books and pamphlets will not achieve its intended objectives. It is not easy, Milton observes, to determine which writings are truly evil and dangerous. What is to be done, for example, with "books which are partly useful and excellent, partly culpable and pernicious...." If all such works were denied publication, the "commonwealth of learning" would be badly damaged. To evaluate writings in a discerning manner, a licenser "had needed to be a man above the common measure, studious,

learned, and judicious...." But this sort of work will not attract such a person, for "there cannot be a more tedious and unpleasing journey-work, a greater loss of time levied upon his head, than to be made the perpetual reader of unchosen books and pamphlets, oft time's huge volumes." Given the drudgery of the job, "we may easily foresee what kind of licensers we are to expect hereafter, ignorant, imperious, and remiss, or basely pecuniary."

Moreover, even if censors were discerning, evil writings would circulate underground. And evil ideas can be spread by means other than books and pamphlets. Milton likens the futile project of licensing to "the exploit of that gallant man who thought to pound up the crows by shutting his park gate."

The fourth part of the argument of *Areopagitica* is the longest and the most impassioned. Here Milton waxes poetic regarding the harm that censorship does to the spirit of inquiry, both religious and political. It is an assault on the dignity of a writer, he says, to distrust him as though he were a truant schoolboy, to make him "trudge to his leave-giver" to obtain permission to publish. This demeaning distrust extends also to the general population of readers. If we "dare not trust them with an English pamphlet," says Milton, "what do us but censure them for a giddy, vicious, and ungrounded people, in such a sick and weak state of faith and discretion, as to be able to take nothing down but through pipe of a licenser."

One crucial consequence of the distrust implicit in licensing is its devastating effect on the general level of spiritual and political energy. Images of sloth and torpor abound in the essay. "[O]ur faith and knowledge thrives by exercise," Milton contends. Truth can be compared to "a streaming fountain; if her waters flow not in perpetual progression, they sicken into a muddy pool of conformity and tradition." The aim of censorship is a debilitating stasis, "a dull ease and cessation of our knowledge," an "obedient unanimity, and "the" forced and outward union of cold and neutral and inwardly divided minds."

Milton's regard for dynamism and ferment caused him to express a much higher opinion of the religious radicals of his day than was common, even among other proponents of toleration. Parliament's return to the practice of licensing had been prompted in part by the outpouring of bizarre, extravagant versions of Protestant theology that had greeted the lifting of crown censorship. This caught the mainstream Protestants who controlled Parliament by surprise and alarmed them greatly because they took seriously the notion of blasphemy and considered the stakes to be nothing less than divine favor at a pivotal moment in the history of both the Reformation and the English nation. Milton, in contrast, viewed the radical sectarians as a source of energy and potential revelation, despite his own rather more conventional theological views. "Where there is much desire to learn, there of necessity will be much arguing, much writing, and many opinions; for opinion in good men is but knowledge in the making." Parliament's fear of heresy, he says, is exactly the wrong theological response: "Under these fantastic terrors of sect and schism, we wrong the earnest and zealous thirst after knowledge and understanding which God hath stirred up in this city. What some lament of, we rather should rejoice at, should rather praise this pious forwardness among men, to reassume the ill-deputed care of their religion into their own hands again."

Milton's disdain for censorship derived in part from his belief that each person must take responsibility for his religious convictions and must form those convictions by an active process of inquiry. Also central to his position was his belief that the capacity of mortals to know the truth is

very limited such that human laws designed to protect the known truth from heretical opinions are more likely to preserve error than to serve their intended purposes. Milton considered the search for truth to be never-ending until the Second Coming, and a matter of slow, fitful, halting progress. "[H]e who thinks we are to pitch our tent here, and have attained the utmost prospect of reformation that the mortal glass wherein we contemplate can show us, till we come to beatific vision, that man by this very opinion declares that he is yet far short of truth." The problem of false appearances figures prominently in Milton's argument. Truth, he asserts, "may have more shapes than one." Its "first appearance to our eyes, bleared and dimmed with prejudice and custom, is more unsightly and unplausible than many errors, even as the person is of many a great man slight and contemptible to see to."

Milton's understanding of the relationship between the FREEDOM OF SPEECH and the search for truth was informed not only by his notions of personal responsibility and human incapacity but also by his belief in divine providence. The circulation of heretical ideas is not as threatening as the proponents of censorship suppose because just when "false teachers" are "busiest in seducing" the populace, "God then raises to his own work men of rare abilities, and more than common industry" to revise previous errors and "go on some new enlightened steps in the discovery of truth." "For who knows not that truth is strong, next to the Almighty?" Because of divine providence, "though all the winds of doctrine were let loose to play upon the earth, so Truth is in the field; we do injuriously by licensing and prohibiting, misdoubting her strength. Let her and falsehood grapple; who ever knew Truth put to the worse in a free and open encounter?"

As much as he insisted upon personal responsibility and struggle in matters of faith, and as impressed as he was with the limitations of human knowledge, Milton nevertheless explicitly accepted Roman Catholics from his argument for toleration. "I mean not tolerated popery," he says, "and open superstition, which, as it extirpates all religions and civil supremacies, so itself should be extirpate...." Defenders of Milton have observed that almost all his fellow proponents of toleration made this exception and that the fear of Catholic military designs dominated the politics of Stuart England, not least the political struggle during the civil war between the Parliament and the Crown for the allegiance of the general populace. Had Milton urged the toleration of Catholics he would have lost credibility with his intended Parliamentary audience. Milton's critics point out that an argument that emphasizes the need to confront supposed falsehood would seem to require the toleration of the most feared and powerful "supposed falsehood" of the day.

The *Areopagitica* is noteworthy as a rich repository of images and characterizations pertaining to censorship and free inquiry, and as an imaginative development of the point that there is positive value in grappling with ideas that may turn out to be false and evil. Interpretative debates persist regarding whether Milton's argument is limited solely to controversies over the regulation of *religious* speech, whether it constitutes only a case against the prior licensing of speech with no implications for disputes over other forms of control such as criminal penalties, and whether the author's refusal to tolerate Catholics renders his plea for free expression incoherent and/or hypocritical. The extent to which Milton's analysis was informed by his deep faith in divine providence and by the particular view of truth he derived therefrom raises questions regarding how much the *Areopagitica* has to offer the modern age. However these matters are resolved, Milton's observations about the importance of maintaining energy and his penetrating satirical comments about the dynamics and pretensions of censorship preserve the continuing value of the essay.

Early Newspapers in Britain and America

Britain. The British press made its debut — an inauspicious one — in the early 17th century. News coverage was restricted to foreign affairs for a long time, and even the first so-called English newspaper was a translation by Nathaniel Butter, a printer, of a Dutch coranto called "Corante, or news from Italy, Germany, Hungary, Spain and France" dated Sept. 24, 1621. Together with two London stationers, Nicholas Bourne and Thomas Archer, Butter published a stream of corantos and avisos, including a numbered and dated series of "Weekly News", began in 1622. But a number of difficulties confronted a prospective publisher: a license to publish was needed; regular censorship of reporting was in operation from the earliest days; and foreign news no longer appeared because of a Star Chamber decree (in force from 1632 to 1638) completely banning the publication of accounts of the Thirty Year's War.

Between the abolition of the Star Chamber in 1641 and the establishment of the Commonwealth in 1649 publishers enjoyed a short spell of freedom from strict official control. Publication of domestic news began to appear more regularly, shedding the original book form. News and headlines increasingly replaced the old title page. The Civil Wars (1642—1651) acted as a stimulus to reporters and publishers, and 300 distinct news publications were bought out between 1640 and 1660, although many of these were only occasional reports from the battle front. The Parliamentary victory brought strict control of the press from 1649 to 1658, and the restored monarchy was even more absolute, with the press being restricted to just two official papers. The Revolution of 1688 produced a return to more permissive publishing laws and the first provincial presses were set up starting with the "Worcester Post Man" (1690) and in, Scotland, the first "Edinburg Gazette" (1699), although the British press was to remain principally a national one, centered on Fleet Street in London. Appearing briefly was Lloyd's News (1696), issuing from Edward marine insurance. The subsequent "Lloyd's List and Shipping Gazette" (from 1734), with its combination of general and shipping news, exemplified both the importance of the City of London's financial activities to the newspapers and the importance of a reliable and regular financial press to business. In the early years of the 18th century the British newspaper was approaching its first stage of maturity. After 1691 improvements in the postal system made daily publication practical, the first attempts at doing so being the singlesheet "Daily Courant" (1702—35), which consisted largely of extracts from foreign corantos. Henry Muddiman had gained eminence as the "journalist" who edited the "London Gazette" (from 1666). John Milton had edited the "Mercurius Politicus" under Oliver Cromwell, and Sir Richard Steel, and Joseph Addison "The Spectator". "The Spectator" and "The Tatler" are commemorated in the modern magazines of the same name. Sales of popular "Spectator" sometimes ran as high as 3000 copies, and already this circulation level was enough to attract advertising. An excise duty on advertisements was introduced by the Stamp Act (1712), along with other so-called taxes on knowledge aimed at curbing the nascent power of the press.

North America. In N. America, publication of newspapers was deterred during colonial times by the long arm of the British law, but after independence the US could boast one of the world's least restricted sets of laws on publication. A first attempt at publishing, albeit aborting was made in Boston by a radical from London, Benjamin Harris, 1690. His "Public Occurrences, Both Foreign and Domestic", intended as a monthly series, was immediately stopped by the Governor of Massachusetts. It was clear that free speech and a nonofficial press were not to be tolerated in the colonies. Boston was also the site of the first official newspaper, the "Boston Newsletter" (1704),

with which the authorities replaced the proclamations, pamphlets, and newsletters previously used to convey news from London. In 1719, the original title was replaced by the "Boston Gazette" printed by Benjamin Franklin's elder brother, James, who soon produced the first independent American newspaper, the "New-England Courant of 1721". William Bradford founded the first New-York City newspaper, the "New-York Gazette", in 1725, and his son Andrew was the first newspaper proprietor in Philadelphia. Further expansion of the colonies created 37 different titles by the outbreak of the War of Independence. The first Amendment to the US Constitution specifically guaranteed "the freedom of speech of the press". The right to criticize the government had been established as early as 1735, however, "New-York Weekly Journal", was acquitted of criminal libel. After the temporary Alien and Sedition Acts (1798—1801), which included censorship clauses, were repealed, newspapers in the US returned to polemics and public campaigns and set off on a course that was to help shape the modern character of popular newspaper worldwide.

Unit-III

DEVELOPMENT OF POPULAR PRESS

Joseph Pulitzer (1847-1911)

Joseph Pulitzer (1847-1911), Hungarian-born editor and publisher, was instrumental in developing yellow journalism in the United States. Joseph Pulitzer's father was a well-to-do grain dealer. Joseph was born in Budapest in April 1847. Thin, weak-lunged, and with faulty vision, he was unable to have an army career in Europe. In 1864 he immigrated to America, enlisted in the Union cavalry, and became a mediocre soldier. The 6-foot 2-inch red-bearded youth was among the jobless at the end of the Civil War. In St. Louis, where a large German colony existed, Pulitzer worked as mule tender, waiter, roustabout, and hack driver. Finally, he gained a reporter's job on Carl Schurz's *Westliche Post*.

A short time after joining Schurz, Pulitzer was nominated for the state legislature by the Republicans. His candidacy was considered a joke because he was nominated in a Democratic district. Pulitzer, however, ran seriously and won. In the legislature he fought graft and corruption. In one wild dispute he shot an adversary in the leg. He escaped punishment with a fine which was paid by friends.

Newspaper Acquisitions

Industrious and ambitious, Pulitzer bought the *St. Louis Post* for about \$3,000 in 1872. Next, he bought a German paper which had an Associated Press membership and then sold it to the owner of the *Globe* at a \$20,000 profit. In 1878 Pulitzer purchased the decaying *St. Louis Dispatch* at a sheriff's sale for \$2,700. He combined it with the *Post*. Aided by his brilliant editor in chief, John A. Cockerill, Pulitzer launched crusades against lotteries, gambling, and tax dodging, mounted drives for cleaning and repairing the streets, and sought to make St. Louis more civic-minded. The *Post-Dispatch* became a success.

In 1883 Pulitzer, then 36, purchased the *New York World* for \$346,000 from unscrupulous financier Jay Gould, who was losing \$40,000 a year on the paper. Pulitzer made the down payment from *Post-Dispatch* profits and made all later payments out of profits from the *World*.

In the 1880s Pulitzer's eyes began to fail. He went blind in 1889. During his battle for supremacy with William Randolph Hearst, publisher of the *New York Journal*, Pulitzer had to rely on a battery of secretaries to be his eyes. In New York he pledged the *World* to "expose all fraud and sham, fight all public evils and abuses" and to "battle for the people with earnest sincerity." He concentrated on lively human-interest stories, scandal, and sensational material. Pulitzer's *World* was a strong supporter of the common man. It was anti-monopoly and frequently pro-union during strikes.

Pulitzer in the early part of his career opposed the large headline and art. Later, in a circulation contest between Hearst and Pulitzer in the 1890s, the two giants went to ever larger headline type and fantastic "x-marks-the-spot" art and indulged in questionable practices until Pulitzer lost stomach for such dubious work and cut back. Pulitzer defended sensationalism, however, saying that people had to know about crime in order to combat it. He once told a critic, "I want to talk to a nation, not a select committee." Pulitzer died aboard his yacht in the harbor at Charleston, S.C., on Oct. 29, 1911. In his will he provided \$2 million for the establishment of a school of journalism at

Columbia University. Also, by the terms of his will, the prizes bearing his name were established in 1915.

William Randolph Hearst

(1863-1951)

William Randolph Hearst was the founder of the Hearst Corporation. He is considered a very dominating figure in 20th century communications and one of the leading figures of the Spanish American War period. During his career in newspapers, magazines, radio and film broadcasting, he changed the face of the way mass media would be seen throughout the world.

William Randolph Hearst was born on April 29, 1863. His father was a multi-millionaire miner named George Hearst. His mother was Phoebe Hearst, a school teacher from Missouri. While Hearst was a boy, his father traveled through the West becoming partners in three of the largest mining discoveries ever recorded in American history: the Comstock Lode, Homestake Mine in South Dakota and the Anaconda Mine in Montana. These three discoveries led Hearst to his millions.

As a repayment of a gambling debt, George Hearst in 1880 accepted a small newspaper called the San Francisco Examiner. Hearst at this time was a U.S. Senator and had very little interest in the newspaper. During the mid -1880's, Hearst's son William, now a student at Harvard University, wrote to his father demanding to take over the newspaper. His father actually preferred William to manage the mining and ranching interests but William refused this suggestion and became the owner of the Examiner on March 7, 1887. Young Hearst showed a lot of versatility and was determined to make the Examiner popular. He nicknamed the newspaper "The Monarch of the Dailies" and acquired the best equipment and the most talented writers possible. Hearst then went on to publish exposes of corruption and stories filled drama and inspiration.

In 1895, William Hearst purchased the New York Morning Journal and entered into a head-to-head circulation war with his former mentor, Joseph Pulitzer, owner of the New York World. To increase circulation both started to include articles about the Cuban Insurrection. Many stories in both newspapers greatly exaggerated their claims to make the stories more sensational. Both Hearst and Pulitzer published images of Spanish troops placing Cubans into concentration camps where they were suffered and died from disease and hunger. The term "Yellow Journalism," which was derived from the name of "The Yellow Kid" comic strip in the Journal, was used to refer to this style of sensationalized newspaper articles. The American public purchased more newspapers because of this form of writing, and this strongly encouraged Hearst and Pulitzer's newspapers to write more sensationalized stories. Some of the most sensationalized articles concerned "Butcher Weyler" and his reconcentration policies, and the Cuban Insurrection. Circulation continued to soar as the Journal reported that an American civilian was imprisoned without a trial and stating that no American was safe in Cuba as long as Weyler was in charge. Another major that enraged the American public was written by one of Hearst's reporters, Richard Harding Davis, who came upon the story while on his way back from Cuba. The reporter learned of the story of Senorita Clemencia Arango. Arango was forced out of Cuba for helping the rebels, and was supposedly strip-searched by Spanish detectives. This angered the Victorian ideals of the American public

even though the story was found to be in error and that a woman searched Arango and not Spanish male detectives.

Hearst played a huge part in arousing the public's intention to go to war with Spain. This activity reached its zenith after several years of articles concerning the situation in Cuba; Hearst ran a series of articles blaming the Spanish for the sinking of the MAINE with a mine. Hearst's powerful articles pushed many Americans towards war with Spain. Because of his leading role in inciting the war, Hearst was nicknamed the "Father of Yellow Journalism."

Hearst made some very intelligent moves as he tried to out-manuever Pulitzer. He hired Pulitzer's writers for more money. Hearst recruited some very talented writers including Ambrose Bierce; Mark Twain; Richard Harding Davis; talented sketch artist Frederic Remington; and the writer of The Red Badge of Courage, author Stephen Crane. In spite of his success, Hearst still felt he needed to expand his business. Hearst chartered the yacht SYLVIA, fitted it out with offices, printing equipment and a darkroom. The vessel arrived off Cuba even before Maj. Gen. Shafter's Fifth Corps, and Hearst headed up his army of reporters, and took to reporting from the field himself.

In 1903, while on his honeymoon in Europe with his wife Millicent Wilson, Hearst decided to start his magazine, Motor. This led on to an international operation known as Hearst Magazines. Today, Hearst Corp. owns 12 newspapers including the San Francisco Examiner. Hearst Corp. also owns 25 magazines including Cosmopolitan.

Hearst had similar interests to his father. Hearst was interested in politics, and elected twice to the U.S. House of Representatives. His bid to become governor of New York in 1906 failed. Hearst later expanded his business operations into radio, the first businessperson to do this. He later produced movie newsreels, again a first for newspaper publishers. Hearst developed the King Features Syndicate. This provided comic strips and text features and is now the largest distributor in the world of its kind.

William Randolph Hearst died in Beverly Hills, Calif., on Aug. 14, 1951. He was 88 years old. All of his sons followed their father's glory into media and became very successful.

Lord Northcliffe (1865-1922)

Alfred Charles William Harmsworth, 1st Viscount Northcliffe (July 15, 1865, Dublin - August 14, 1922, London) was an influential and successful newspaper owner. He was one of the most spectacular of popular journalists and newspaper publishers in the history of the British press. Harmsworth grew up in poverty and embarked on a career as a free-lance journalist. He rose to editorial positions with various papers before deciding to found his own paper, *Answers to Correspondents* (soon shortened to *Answers*), a weekly paper with scraps of various information. His sense of the public taste soon made the paper a modest success, and he was joined by his brother, Harold, whose business acumen further helped the paper. Harmsworth soon established several more inexpensive periodicals.

Harmsworth turned to daily newspapers in 1894 when he purchased the nearly bankrupt *London Evening News* and turned it into a popular paper with brief news reports, a daily story, and a

column for women. In just one year, the circulation grew to over 160,000 copies and returned a huge profit. His next venture was the creation of a series of halfpenny dailies, which culminated in the establishment of the *Daily Mail* in 1896. Harmsworth focused on keeping the reading public interested in the paper by keeping feature articles short, reporting on political and social gossip, and including material for women and serial stories. The first issue immediately set a new world circulation record when it debuted on May 4, 1896, and it never lost the top spot during Harmsworth's lifetime.

During this period, everything that Harmsworth touched became profitable. He bought another nearly bankrupt paper, the *Weekly Dispatch*, renamed it the *Sunday Dispatch*, and made it the best-selling Sunday newspaper in the United Kingdom. In 1903, he founded the *Daily Mirror* to take advantage of the new genre of picture papers and soon had a hit that nearly rivalled the circulation of the *Daily Mail*. He saved the *Observer* in 1905, the same year he was made **Baron Northcliffe**, and purchased *The Times* in 1908, turning it into a modern newspaper.

Northcliffe used his papers to influence the course of World War I, first calling attention to a shell shortage in the British army and later pressing for both a Ministry of Munitions and the creation of a war cabinet. He joined a military mission to the United States in 1917 and was created Viscount Northcliffe for his service. In 1918, he served as the government's director of propaganda against the Central Powers. By the end of the war he had such a grip on public opinion that he even tried, unsuccessfully, to influence the composition of David Lloyd George's cabinet. In his final years, he was affected by megalomania that damaged his judgment and led to a breakdown.

Intervention of press in specific Historical context-American Revolution

The American Revolution is a very important part of our history. During the time of the Revolution, many changes took place in America, and much advancement was made. The role the press had prior to, during, and immediately after the Revolutionary War is remarkable.

Prior to the Revolutionary period, the press was used as a way to communicate religious messages through pamphlets and essays because religious matters and religious freedom were of great importance to people of that time period. Newspapers later developed to discuss not only religious matters, but also to cover public happenings. The first paper to really come out was Benjamin Harris' *Publick Occurrences, Both Forreign and Domestick*, which was published roughly once a month. The government decided that the paper contained "reflections of a very high nature," and Benjamin Harris was ordered to end the life of the paper. Nobody made an attempt to begin a newspaper in Boston for another 15 years (Lee 9). I believe this shows that people weren't as rebellious and courageous as they became later on, during, and after the Revolution. People weren't willing to take a chance with a newspaper, because they feared the governor would shut it down, or punish the printers. In my opinion, this showed that the press was just beginning as a social force.

The press began to gain more and more force as newspapers began to sprout up (*The Gazette*, *New York Weekly Journal*) and printers like William Bradford, Benjamin Franklin, and John Peter Zenger stirred up some controversy within the press and began to help it develop more as a social force. (Sloan 47).

The event, which is said to be the beginning point for the Revolutionary Period, is the passing of the Stamp Act by the British Parliament (Lee 82). As we learned in class, the Stamp Act stated that any legal document that was printed (newspapers being one of these documents) had to be printed on a special stamped paper that included a tax. The point of this Act was to help generate money to help pay off Britain's debts from the Seven Years' War and also to help ease the costs of protecting American borders (Sloan 54).

Pamphlets and papers that were published during the Revolutionary War helped people express their opinions about the war and explain what was going on. I believe this is a point when the press was a main social force, and was gaining strength continuously as events like the Boston Massacre, and the Boston Tea Party took place, as well as the war and its fighting.

At the end of the war, many newspapers had ended their career, and many new ones began. A "rebirth" of the press took place and it seems the papers were much stronger after the Revolution. Papers began to almost immediately cover new and pressing issues such as the Articles of Confederation, as well as hoping to establish a new form of government (Reynolds 21). I think the press now seemed to have been a more steady social force. No longer was it establishing itself, or beginning to gain momentum. The press was now a present social force with specific purposes.

Press and the French Revolution

The newspaper is a powerful medium. It is powerful because it has the ability to influence the way that people view the world, as well as their opinion of what they see. In peaceful times (or in times of oppression, for sometimes they can appear to be happening at the same moment) the press is usually one of the instruments used by the state in order to maintain the status quo. However, during times of political unrest it is often the press who becomes the major antagonist in the fight against the government. Why is this so? Why does the press get so deeply involved in, not just the reporting of, but the instigating and propagating of political change? In order to properly answer this question there are several other key ideas and questions which must first be examined. To understand the nature of the press' involvement in political change, one must initially understand the nature of political change in its own right. In this vein, the first section of the paper is dedicated to this investigation. An examination of the motives behind revolution will be given in order to provide a framework for the second part of the paper, which will look at the involvement of the press during revolutionary times in more specific terms. The French revolution of 1789 will be used as a backdrop for this inquiry. There are many different types of political movements, and accordingly there are many different reasons for these movements to occur. Value-oriented and norm-oriented movements deal with matters of social and political concern, but do so in the setting of the already existing political and social structures. Revolutionary movements seek to make fundamental changes to society in order to establish a completely new political and social order. The distinction being that the first aims to make subtle changes to society from within, while the latter's aim is to make drastic changes to society by getting rid of the principles that society was based on. Usually this will involve a change in political beliefs and values, or political ideology. In today's world there are numerous forms of political ideologies, but in essence they are all derived from two basic root ideologies; socialism and liberalism. Socialism is an ideology which places power in the hands of the state, rather than in the people who populate it. Examples of modern socialist states include: the former Soviet Union, China, and Cuba. Other more extreme forms of socialism are fascism and authoritarianism. These ideologies more closely resemble the monarchies that ruled

much of Europe and the new world, before the great revolutions. Monarchism is an ideology that believes in the absolute rule of a "royal" family. The king and/or queen have the power to make decisions without question from anyone. The series of revolutions which included the English Reformation, the American and French Revolutions, and to a lesser extent the revolts in Upper and Lower Canada, were all confrontations over who should hold political ascendancy. Moreover, they were clashes of ideology, between monarchism and liberalism. Liberalism was developed during the Enlightenment. This was a period of time when writers, scientists, and philosophers began to openly question certain aspects of society and the role that they should or should not play. Attacked were the kings and queens, the clergy and feudal system as a whole. The ideas of this time formed the basis of revolutionary thought. The goal of the revolutionaries was to build a new society based on liberal values of the Enlightenment. "Liberal politicians in Europe wanted to establish a framework of legal equality, religious toleration and freedom of the press." It was the deprivation of these principles, by the monarchical leaders, which led to discontent among the people of France. Above all, liberalism stresses the primacy of individual rights. One can see that these ideals were at the forefront of French revolutionary thought by examining the Declaration of rights, which in 1789 stated that, "All men are equal by nature," and brought republican concepts such as liberty, equality and fraternity into awareness. When one looks at the motives behind the great revolutions of our time, a recurring theme seems to prevail in all of them. There is a part of human nature which makes freedom almost as much of a necessity as food and water. When people's freedom is somehow oppressed or taken away, discontent emerges. "As soon as discontent is generalized a party is formed which often becomes strong enough to struggle against the Government." The conditional nature of this statement can be attributed to the fact that discontent among a minority of people is not enough to cause a revolution. There are other factors which are necessary for a complete revolution to transpire. First, there must be a medium whereby the masses are able to learn about the principles which will be fought for. Second, there must be a means by which the masses can acquire sufficient knowledge of the wrongs that have been perpetrated against them, in order to foster and unite support for the cause. Third, there must be a way for the masses to receive information about the revolution all the time, so that support does not wain, and so the revolutionaries can organize itself. The best and easiest way for these factors to be satisfied is through the news media. The involvement of the news media is important to any revolutionary cause. In a democratic revolution it is especially important. When the population revolts, in an effort to obtain democracy or a more liberal society, it is only natural that the press becomes involved. The reason for this is not as complicated as it may seem to be. In a democratic revolution, the radicals are fighting for the rights that they believe they should have, if for no other reason than by the fact that they are born. These rights are based on liberal values such as the right to life, liberty and property. They also include the right to freedom of speech and expression, and all the aspects that go with it, like freedom of the press. In a revolution where freedom of the press is being fought for, it is only natural that the press plays a large role in the fight. Harold Innis, when observing the development of a free press stated, "The advantages of a new medium will become such as to lead to the emergence of a new civilization." Without a free press, the success of the great revolutions and the societies that they helped to create would not have been possible. So we have seen why the press becomes involved in revolutions. Essentially it is because the press, as we know it, is a liberal and democratic institution which gives it strong ties to the revolutionary cause. However, the question of the role that the press actually plays in a revolution still remains. It is obvious that during a revolution, the newspapers do more than just report on the facts. The facts, while still important, are not what the people want to hear or what they need to hear. There are three essential functions that the press performs during a revolution: education, unification and the

safeguarding of the new constitution. For a revolution to begin, the people must know what it is they are revolting against. For a revolution to continue, once started, the people must have knowledge of the events that have been carried out in their name. The Enlightenment served this first purpose somewhat, but for the most part, the ideas of the Enlightenment were confined to the upper classes for reasons of wealth and education. The ideas of that period did not reach the masses because they were either unable to afford the books, or unable to read them, and most of the time both. It was not until the censorship laws were lifted, that the people really began to get a sense of the corrupt behavior of the monarchical government. In pre revolutionary France, the press was tightly controlled by the King and his government. It was officially forbidden to discuss the pros and cons of government policies....The French government, increasingly willing to allow periodicals that stimulated public discussion in every other area of life, balked at officially permitting any honest discussion of its own doings. The only way for French citizens to find out about their government was through the foreign press which was only moderately censored by the government of France. However, towards the end of the Old Regime, even these foreign papers were no longer sufficient to satisfy the reader's demands for commentary and behind the scenes stories in the news. These were necessary so that the French could try to make sense of what was happening. The road to a censor free press was paved in May of 1788 when the French government in an attempt to raise new taxes, tried to abolish the parlements, who were opposing the tax increase. This move created great opposition to the ministries and flooded the market with pro-parlement pamphlets. The strength of this opposition was enough to make the government try another route. They called the first meeting of the kingdom's traditional representative assembly in 175 years, the Estates-General, which could undercut the authority of the parlements and get the taxes passed. To build up support for this move, and to counteract the anti ministerial pamphlets, censorship restrictions were lifted and all authors were encouraged to publish their ideas about how the Estates-General should proceed. In this way the press was able to begin educating the masses on the problems caused by the absolutism of the French monarchy. These early pamphlets provided the spark that was necessary for the traditional periodical to take hold as the medium of the revolution. The political pamphlet was too limited a medium to satisfy the demand for the news and ideas that the calling of the Estates-General had created. The relative advantages of daily newspapers were recognized early in the revolution. Two men in particular, Jacques-Pierre Brissot and Honore-Gabriel Riqueti, comte de Mirabeau, realized the power that newspapers could give to the revolutionary cause, and they issued the first numbers of their unauthorized newspapers shortly after the beginning of the sessions of the Estates-General. One of the advantages that the newspaper has over the pamphlet is its extensive readership, and the fact that it is a constant source of information. Whereas, the pamphlet was only able to reach a limited audience and do so in a sporadic nature. As Brissot said of the newspaper, "one can teach the same truth at the same moment to millions of men; through the press, they can discuss it without tumult, decide calmly and give their opinion." The revolutionary press was able to promote the ideas of the revolution in a manner that would have been impossible for the pamphlets to carry out. The newspapers were able to unite people and ideas from all over the country, something that mere geography would have prevented the pamphlets from doing. The third function that the revolutionary press performed was to act as the safeguard of the new society. The French Revolution was part of the series of great modern revolutions, based on liberal democratic values. This series of events made popular consent the only basis with which a government can claim legitimacy. However, the French revolutionaries felt that all politics must be carried on in public for it to be completely legitimate. "Publicity is the people's safeguard," according to Jean-Sylvain Bailly, the revolutionary mayor of Paris. To promote this theory; the revolutionary assemblies opened their doors to the public. The only problem with

this is that France happens to be a very large country, and even then it had a very large population. In 1789 the population of France was 28 million and the population of Paris alone was 600 000, which made it theoretically impossible for everyone to take part in the new government. The newspapers were the only way that all of the citizens of the new republic could, in a sense, participate. In providing a link between the government and its citizens, not only did they allow most citizens to be "active" participants, but the revolutionary newspapers also filled the position of political watchdog. It was the absence of a responsible press, that allowed the monarchs to rule unchallenged for so long a period. That is why it has been said that the emergence of the press was, "a development that was watched with unfriendly eyes by kings and Parliaments alike." The revolutionaries did not want there to be any possibility for the new government to take advantage of their power, in the same manner that the monarchs had used theirs. That is one of the reasons why they felt so strongly about freedom of the press. Only a press independent of government interference and regulation would be able to effectively monitor the actions of the new government. The press plays a large role in revolutionary times for various reasons. The basis for this involvement is found in the very nature of the revolution itself. Liberal revolutions fight for certain values, of which, the press and its freedom are one. As a participant in the revolution the press also has many specific roles. It acts as an educator, bringing knowledge of what the revolution is fighting for and why. The press also acts as a common voice for the revolutionary fight. It unites the revolutionaries from all over the country and allows them to coordinate and organize. It also allows the people to keep track of events on a daily basis because the newspaper can reach them all the time. The third role of the press during revolutionary times is to serve as the watchdog of the new political order. Without a free press, the new government might be tempted to abuse the powers that have been conferred upon it. Many historians have downplayed the importance of the press during these periods of political upheaval, saying that the press was no more than an observer. However, one cannot ignore the obvious influence that the press has had in the bringing about of revolution.

The Guardian

The Guardian, formerly known as *The Manchester Guardian* (founded 1821), is a British national daily newspaper in the Berliner format. Currently edited by Alan Rusbridger, it has grown from a nineteenth century local paper to a national paper associated with a complex organisational structure and international multimedia presence with sister papers *The Observer* (British Sunday paper) and *The Guardian Weekly*, as well as a large web presence.

The Guardian in paper form had a certified average daily circulation of 230,541 in October 2011, behind *The Daily Telegraph* and *The Times*, but ahead of *The Independent*. The newspaper's online offering is the second most popular British newspaper website behind the *Daily Mail's Mail Online*.

Founded in 1821 by John Edward Taylor in Manchester, *The Manchester Guardian* replaced the radical *Manchester Observer* which championed the Peterloo protesters. The paper identifies with centre-left liberalism and its readership is generally on the mainstream left of British political opinion. The paper is also influential in design and publishing arena, sponsoring many awards in these areas.

The Guardian has changed format and design over the years moving from broadsheet to Berliner, and has become an international media organisation with affiliations to other national papers with

similar aims. *The Guardian Weekly*, which circulates worldwide, contains articles from *The Guardian* and its sister Sunday paper *The Observer*, as well as reports, features and book reviews from *The Washington Post* and articles translated from *Le Monde*. Other projects include *GuardianFilm*, the current editorial director of which is Maggie O'Kane.

Advertising

Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "Branding," which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Definition

1. The non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media.
2. Any paid form of non-personal communication about an organization, product, service, or idea from an identified sponsor.
3. Paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience.
4. The element of the marketing communication mix that is non personal paid for an identified sponsor, & disseminated through channels of mass communication to promote the adoption of goods, services, person or ideas.
5. An informative or persuasive message carried by a non personal medium & paid for by an identified sponsor whose organization or product is identified in some way.
6. Impersonal; one way communication about a product or organization that is paid by a marketer.
7. Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

The Principle of Advertisement

Advertisement is an encapsulated communication about a product (good/services), a clearly designed, concise, aesthetically appealing and content-wise accurate communiqué intended to effectively persuade the target audience (viewers/listeners/readers) to arrive at a decision as desired by the advertiser often concerning the product (goods/service). Usually the aim of an advertisement is to increase the sales of a product introduced into the market. The advertisement will speak about the salient features of the product on offer and the benefit the customer/consumer can derive out of the product. It can also educate the target audience about the various other details such as the products cost, availability, usage modalities, problems that may arise while using it and the probable solutions to those problems etc.

Advertisement also is used to inform a mass of audience about various socially relevant factors such as employment, upcoming events, contests or elections or a host of other such events. Now newer media of advertisements are emerging and growing. Internet based media like social networks, web portals, trade portals etc. are some of those. Marketing managers conceptualise special event simply to coercively communicate product related sales communications. Normally the advertisement is prepared in such a way that it attracts the attention of the intended parties easily. Thoughtfully constructed copy (words/diction of an advertisement), interesting visual or pictures, attractive colours and designs, and a uniquely arrived at theme, the central stream of thought, etc. arouse interest of the customers, and help to retain the interest. Persuasive elements of the advertisement drive the customers towards a strong desire to possess the product. This finally leads them toward buying or possessing the product. Professional managers don't construe this as the final point in advertising. They proceed for an extra mile to ensure the initial trial becomes a success and ensures repeated clientele.

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. History tells us that Out-of-home advertising and billboards are the oldest forms of advertising.

As the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, signs that today would say cobbler, miller, tailor or blacksmith would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers.

As education became an apparent need and reading, as well as printing, developed advertising expanded to include handbills. In the 18th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false

advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

As the economy expanded during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney B. Palmer established the roots of the modern day advertising agency in Philadelphia. In 1842 Palmer bought large amounts of space in various newspapers at a discounted rate then resold the space at higher rates to advertisers. The actual ad - the copy, layout, and artwork - was still prepared by the company wishing to advertise; in effect, Palmer was a space broker. The situation changed in the late 19th century when the advertising agency of N.W. Ayer & Son was founded. Ayer and Son offered to plan, create, and execute complete advertising campaigns for its customers. By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia.

At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process. In fact, the first American advertising to use a sexual sell was created by a woman – for a soap product. Although tame by today's standards, the advertisement featured a couple with the message "The skin you love to touch".

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularised, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realised they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

This practice was carried over to commercial television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialise the radio and people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the

Communications Act of 1934 which created the Federal Communications Commission (FCC).[5] However, the U.S. Congress did require commercial broadcasting companies to operate in the "public interest, convenience, and necessity". Public broadcasting now exists in the United States due to the 1967 Public Broadcasting Act which led to the Public Broadcasting Service (PBS) and National Public Radio (NPR).

In the early 1950s, the DuMont Television Network began the modern practice of selling advertisement time to multiple sponsors. Previously, DuMont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States. However, it was still a common practice to have single sponsor shows, such as *The United States Steel Hour*. In some instances the sponsors exercised great control over the content of the show—up to and including having one's advertising agency actually writing the show. The single sponsor model is much less prevalent now, a notable exception being the *Hallmark Hall of Fame*.

In the 1960s, campaigns featuring heavy spending in different mass media channels became more prominent. For example, the EssoGasoline Company spent hundreds of millions of dollars on an brand awareness campaign built around the simple and alliterative theme *Put a Tiger in Your Tank*. Psychologist Ernest Dichter and DDB Worldwide copywriter Sandy Sulzer learned that motorists desired both power and play while driving, and chose the tiger as an easy-to-remember symbol to communicate those feelings. The North American and later European campaign featured extensive television and radio and magazine ads, including photos with tiger tails supposedly emerging from car gas tanks, promotional events featuring real tigers, billboards, and in Europe station pump hoses "wrapped in tiger stripes" as well as pop music songs. Tiger imagery can still be seen on the pumps of successor firm ExxonMobil.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network, and ShopTV Canada.

With the advent of the ad server, marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engineGoogle, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

The share of advertising spending relative to GDP has changed little across large changes in media. For example, in the US in 1925, the main advertising media were newspapers, magazines, signs on streetcars, and outdoor posters. Advertising spending as a share of GDP was about 2.9 percent. By 1998, television and radio had become major advertising media. Nonetheless, advertising spending as a share of GDP was slightly lower—about 2.4 percent.

A recent advertising innovation is "guerrilla marketing", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. Guerrilla advertising is becoming increasingly more popular with a lot of companies. This type of advertising is unpredictable and innovative, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social network services such as Facebook.

Public service advertising

The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest—it is much too powerful a tool to use solely for commercial purposes." Attributed to Howard Gossage by David Ogilvy.

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives. In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required public service announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers.

Public service advertising reached its height during World Wars I and II under the direction of more than one government. During WWII President Roosevelt commissioned the creation of The War Advertising Council (now known as the Ad Council) which is the nation's largest developer of PSA campaigns on behalf of government agencies and non-profit organizations, including the longest-running PSA campaign, Smokey Bear.

Marketing mix

The marketing mix has been the key concept to advertising. The marketing mix was suggested by Professor E. Jerome McCarthy in the 1960s. The marketing mix consists of four basic elements called the four P's. Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer like distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to go out and buy the product.

Advertising theory

- Hierarchy of effects model

It clarifies the objectives of an advertising campaign and for each individual advertisement. The model suggests that there are six steps a consumer or a business buyer moves through when making a purchase. The steps are:

1. Awareness
2. Knowledge
3. Liking
4. Preference
5. Conviction
6. Purchase

- Means-End Theory

This approach suggests that an advertisement should contain a message or means that leads the consumer to a desired end state.

- Leverage Points

It is designed to move the consumer from understanding a product's benefits to linking those benefits with personal values.

Types of advertising

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Television advertising / Music in advertising

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached US\$3 million (as of 2009). The majority of television commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events. Virtual product placement is also possible.

Infomercials

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" combining the words "information" & "commercial". The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals.

Radio advertising

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found not only on air, but also online. According to Arbitron, radio has approximately 241.6 million weekly listeners, or more than 93 percent of the U.S. population.

Online advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

Product placements

Covert advertising, also known as guerrilla advertising, is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the Nokia logo clearly written in the top corner, or his watch engraved with the Bulgari logo. Another example of advertising in film is in *I, Robot*, where main character played by Will Smith mentions his Converse shoes several times, calling them "classics," because the film is set far in the future. *I, Robot* and *Spaceballs* also showcase futuristic cars with the Audi and Mercedes-Benz logos clearly displayed on the front of the vehicles. Cadillac chose to advertise in the movie *The Matrix Reloaded*, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, Ford, VAIO, BMW and Aston Martin cars are featured in recent James Bond films, most notably *Casino Royale*. In "*Fantastic Four: Rise of the Silver Surfer*", the main transport vehicle shows a large Dodge logo on the front. *Blade Runner* includes some of the most obvious product placement; the whole film stops to show a Coca-Colabillboard.

Press advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as

a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service. Another form of press advertising is the Display Ad, which is a larger ad (can include art) that typically run in an article section of a newspaper.

Billboard advertising

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

Mobile billboard advertising

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target advertising, one-day, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and Big advertisements from smaller companies.

In-store advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (aka POP—Point Of Purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

Coffee cup advertising

Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East.

Street advertising

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti, air dancer's and 3D pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces.

Celebrity branding

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however. One mistake by a celebrity can be detrimental to the public relations of a brand. For example, following his performance of eight gold medals at the 2008 Olympic Games in Beijing, China, swimmer Michael Phelps' contract with Kellogg's was terminated, as Kellogg's did not want to associate with him after he was photographed smoking marijuana.

Sales promotions

Sales promotions are another way to advertise, Sales promotions are double purposed because they are used to gather information about what type of customers you draw in and where they are, and to jumpstart sales. Sales promotions include things like contests and games, sweepstakes, product giveaways, samples coupons, loyalty programs, and discounts. The ultimate goal of sales promotions is to stimulate potential customers to action.

Media and advertising approaches

Increasingly, other media are overtaking many of the "traditional" media such as television, radio and newspaper because of a shift toward consumer's usage of the Internet for news and music as well as devices like digital video recorders (DVRs) such as TiVo. Digital signage is poised to become a major mass media because of its ability to reach larger audiences for less money. Digital signage also offers the unique ability to see the target audience where they are reached by the medium. Technological advances have also made it possible to control the message on digital signage with much precision, enabling the messages to be relevant to the target audience at any given time and location which in turn, gets more response from the advertising. Digital signage is being successfully employed in supermarkets. Another successful use of digital signage is in hospitality locations such as restaurants and malls. Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.

Reasons for online display advertising: Display ads generate awareness quickly. Unlike search, which requires someone to be aware of a need, display advertising can drive awareness of something new and without previous knowledge. Display works well for direct response. Display is not only used for generating awareness, it's used for direct response campaigns that link to a landing page with a clear 'call to action'. E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "e-mail spam". Spam has been a problem for e-mail users for many years.

A new form of advertising that is growing rapidly is social network advertising. It is online advertising with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promise as advertisers is able to take advantage of the demographic information the user has provided to the social networking site. Friendtising is a more precise advertising term in which people are able to direct advertisements toward others directly using social network

service. As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000. By 2007 the value of mobile advertising had reached \$2.2 billion and providers such as Admob delivered billions of mobile ads.

More advanced mobile ads include banner ads, coupons, Multimedia Messaging Service picture and video messages, advergames and various engagement marketing campaigns. A particular feature driving mobile ads is the 2D Barcode, which replaces the need to do any typing of web addresses, and uses the camera feature of modern phones to gain immediate access to web content. 83 percent of Japanese mobile phone users already are active users of 2D barcodes. Some companies have proposed placing messages or corporate logos on the side of booster rockets and the International Space Station.

Unpaid advertising (also called "publicity advertising"), can provide good exposure at minimal cost. Personal recommendations ("bring a friend", "sell it"), spreading buzz, or achieving the feat of equating a brand with a common noun (in the United States, "Xerox" = "photocopier", "Kleenex" = tissue, "Vaseline" = petroleum jelly, "Hoover" = vacuum cleaner, and "Band-Aid" = adhesive bandage) — these can be seen as the pinnacle of any advertising campaign. However, some companies oppose the use of their brand name to label an object. Equating a brand with a common noun also risks turning that brand into a genericized trademark - turning it into a generic term which means that its legal protection as a trademark is lost.

From time to time, The CW Television Network airs short programming breaks called "Content Wraps," to advertise one company's product during an entire commercial break. The CW pioneered "content wraps" and some products featured were Herbal Essences, Crest, Guitar Hero II, CoverGirl, and recently Toyota. Recently, there appeared a new promotion concept, "ARvertising", advertising on Augmented Reality technology. Controversy exists on the effectiveness of subliminal advertising, and the pervasiveness of mass messages.

Rise in new media

With the dawn of the Internet came many new advertising opportunities. Popup, Flash, banner, Popunder, advergaming, and email advertisements (the last often being a form of spam) are now commonplace. Particularly since the rise of "entertaining" advertising, some people may like an advertisement enough to wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their ads to anyone willing to see or hear them. In the last three quarters of 2009 mobile and internet advertising grew by 18.1% and 9.2% respectively. Older media advertising saw declines: -10.1% (TV), -11.7% (radio), -14.8% (magazines) and -18.7% (newspapers).

Niche marketing

Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads. Also brought about by the Internet and the theory of The Long Tail, advertisers will have an increasing ability to reach specific audiences. In the past, the most

efficient way to deliver a message was to blanket the largest mass market audience possible. However, usage tracking, customer profiles and the growing popularity of niche content brought about by everything from blogs to social networking sites, provide advertisers with audiences that are smaller but much better defined, leading to ads that are more relevant to viewers and more effective for companies' marketing products. Among others, Comcast Spotlight is one such advertiser employing this method in their video on demand menus. These advertisements are targeted to a specific group and can be viewed by anyone wishing to find out more about a particular business or practice at any time, right from their home. This causes the viewer to become proactive and actually choose what advertisements they want to view.

Crowdsourcing

The concept of crowdsourcing has given way to the trend of user-generated advertisements. User-generated ads are created by consumers as opposed to an advertising agency or the company themselves, most often they are a result of brand sponsored advertising competitions. For the 2007 Super Bowl, the Frito-Lays division of PepsiCo held the Crash the Super Bowl contest, allowing consumers to create their own Doritos commercial. Chevrolet held a similar competition for their Tahoe line of SUVs. Due to the success of the Doritos user-generated ads in the 2007 Super Bowl, Frito-Lays relaunched the competition for the 2009 and 2010 Super Bowl. The resulting ads were among the most-watched and most-liked Super Bowl ads. In fact, the winning ad that aired in the 2009 Super Bowl was ranked by the USA Today Super Bowl Ad Meter as the top ad for the year while the winning ads that aired in the 2010 Super Bowl were found by Nielsen's BuzzMetrics to be the "most buzzed-about".

This trend has given rise to several online platforms that host user-generated advertising competitions on behalf of a company. Founded in 2007, Zooppa has launched ad competitions for brands such as Google, Nike, Hershey's, General Mills, Microsoft, NBC Universal, Zinio, and Mini Cooper. Crowdsourced advertisements have gained popularity in part to its cost effective nature, high consumer engagement, and ability to generate word-of-mouth. However, it remains controversial, as the long-term impact on the advertising industry is still unclear.

Global advertising

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximising local effectiveness of ads, and increasing the company's speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travel.

Advertising research is key to determining the success of an ad in any country or region. The ability to identify which elements and/or moments of an ad contribute to its success is how economies of scale are maximised. Once one knows what works in an ad, that idea or ideas can be imported by any other market. Market research measures, such as Flow of Attention, Flow of Emotion and

branding moments provide insight into what is working in an ad in any country or region because the measures are based on the visual, not verbal, elements of the ad.

Foreign public messaging

Foreign governments, particularly those that own marketable commercial products or services, often promote their interests and positions through the advertising of those goods because the target audience is not only largely unaware of the forum as vehicle for foreign messaging but also willing to receive the message while in a mental state of absorbing information from advertisements during television commercial breaks, while reading a periodical, or while passing by billboards in public spaces. A prime example of this messaging technique is advertising campaigns to promote international travel. While advertising foreign destinations and services may stem from the typical goal of increasing revenue by drawing more tourism, some travel campaigns carry the additional or alternative intended purpose of promoting good sentiments or improving existing ones among the target audience towards a given nation or region. It is common for advertising promoting foreign countries to be produced and distributed by the tourism ministries of those countries, so these ads often carry political statements and/or depictions of the foreign government's desired international public perception. Additionally, a wide range of foreign airlines and travel-related services which advertise separately from the destinations, themselves, are owned by their respective governments; examples include, though are not limited to, the Emirates airline (Dubai), Singapore Airlines (Singapore), Qatar Airways (Qatar), China Airlines (Taiwan/Republic of China), and Air China (People's Republic of China). By depicting their destinations, airlines, and other services in a favorable and pleasant light, countries market themselves to populations abroad in a manner that could mitigate prior public impressions.

Diversification

In the realm of advertising agencies, continued industry diversification has seen observers note that "big global clients don't need big global agencies any more". This is reflected by the growth of non-traditional agencies in various global markets, such as Canadian business TAXI and SMART in Australia and has been referred to as "a revolution in the ad world".

New technology

The ability to record shows on digital video recorders (such as TiVo) allow users to record the programs for later viewing, enabling them to fast forward through commercials. Additionally, as more seasons of pre-recorded box sets are offered for sale of television programs; fewer people watch the shows on TV. However, the fact that these sets are **sold**, means the company will receive additional profits from the sales of these sets. To counter this effect, a variety of strategies have been employed. Many advertisers have opted for product placement on TV shows like Survivor. Other strategies include integrating advertising with internet-connected EPGs, advertising on companion devices (like smartphones and tablets) during the show, and creating TV apps. Additionally, some like brands have opted for social television sponsorship.

Advertising education

Advertising education has become widely popular with bachelor, master and doctorate degrees becoming available in the emphasis. A surge in advertising interest is typically attributed to the strong relationship advertising plays in cultural and technological changes, such as the advance of online social networking. A unique model for teaching advertising is the student-run advertising agency, where advertising students create campaigns for real companies. Organizations such as American Advertising Federation and AdU Network partner established companies with students to create these campaigns.

Criticisms

While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited commercial e-mail and other forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as being a financial burden on internet service providers. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation. In addition, advertising frequently uses psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer, which may be harmful. Many even feel that often, advertisements exploit the desires of a consumer, by making a particular product more appealing, by playing with the consumers needs and wants.

Regulation

There have been increasing efforts to protect the public interest by regulating the content and the influence of advertising. Some examples are: the ban on television tobacco advertising imposed in many countries, and the total ban of advertising to children under 12 imposed by the Swedish government in 1991. Though that regulation continues in effect for broadcasts originating within the country, it has been weakened by the European Court of Justice, which had found that Sweden was obliged to accept foreign programming, including those from neighboring countries or via satellite. Greece's regulations are of a similar nature, "banning advertisements for children's toys between 7 am and 10 pm and a total ban on advertisement for war toys".

In Europe and elsewhere, there is a vigorous debate on whether (or how much) advertising to children should be regulated. This debate was exacerbated by a report released by the Kaiser Family Foundation in February 2004 which suggested fast food advertising that targets children was an important factor in the epidemic of childhood obesity in the United States.

In New Zealand, South Africa, Canada, and many European countries, the advertising industry operates a system of self-regulation. Advertisers, advertising agencies and the media agree on a code of advertising standards that they attempt to uphold. The general aim of such codes is to ensure that any advertising is 'legal, decent, honest and truthful'. Some self-regulatory organizations are funded by the industry, but remain independent, with the intent of upholding the standards or codes like the Advertising Standards Authority in the UK.

In the UK most forms of outdoor advertising such as the display of billboards is regulated by the UK Town and County Planning system. Currently the display of an advertisement without consent from the Planning Authority is a criminal offense liable to a fine of £2,500 per offence. All of the major outdoor billboard companies in the UK have convictions of this nature.

In the US many communities believe that many forms of outdoor advertising blight the public realm. As long ago as the 1960s in the US there were attempts to ban billboard advertising in the open countryside. Cities such as São Paulo have introduced an outright ban with London also having specific legislation to control unlawful displays.

Many advertisers employ a wide-variety of linguistic devices to bypass regulatory laws (e.g. In France, printing English words in bold and French translations in fine print to deal with the Article 120 of the 1994 Toubon Law limiting the use of English). The advertisement of controversial products such as cigarettes and condoms are subject to government regulation in many countries. For instance, the tobacco industry is required by law in most countries to display warnings cautioning consumers about the health hazards of their products. Linguistic variation is often used by advertisers as a creative device to reduce the impact of such requirements.

Advertising research

Advertising research is a specialized form of research that works to improve the effectiveness and efficiency of advertising. It entails numerous forms of research which employ different methodologies. Advertising research includes pre-testing (also known as copy testing) and post-testing of ads and/or campaigns—pre-testing is done before an ad airs to gauge how well it will perform and post-testing is done after an ad airs to determine the in-market impact of the ad or campaign on the consumer. Continuous ad tracking and the Communicus System are competing examples of post-testing advertising research types.

Semiotics

Today's culture is made up of meanings between consumers and marketers. These meanings depict signs and symbols that are encoded in everyday objects. Semiotics is the study of signs and how they are interpreted. Advertising has many hidden signs and meanings within brand names, logos, package designs, print advertisements, and television advertisements. The purpose of semiotics is to study and interpret the message being conveyed in advertisements. Logos and advertisements can be interpreted at two levels known as the surface level and the underlying level. The surface level uses signs creatively to create an image or personality for their product. These signs can be images, words, fonts, colors, or slogan. The underlying level is made up of hidden meanings. The combination of images, words, colors, and slogan must be interpreted by the audience or consumer. The "key to advertising analysis" is the signifier and the signified. The signifier is the object and the signified is the mental concept. A product has a signifier and a signified. The signifier is the color, brand name, logo design, and technology. The signified has two meanings known as denotative and connotative. The denotative meaning is the meaning of the product. A television's denotative meaning would be that it is high definition. The connotative meaning is the product's deep and hidden meaning. A connotative meaning of a television would be that it is top of the line.

Apple is an excellent example of using semiotics in their advertising campaign. Apple's commercials used a black silhouette of a person that was the age of Apple's target market. They placed the silhouette in front of a blue screen so that the picture behind the silhouette could be constantly changing. However, the one thing that stays the same in these ads is that there is music in the background and the silhouette is listening to that music on a white iPod through white

headphones. Through advertising, the white color on a set of earphones now signifies that the music device is an iPod. The white color signifies almost all of Apple's products.

The semiotics of gender plays a key influence on the way in which signs are interpreted. When considering gender roles in advertising, individuals are influenced by three categories. Certain characteristics of stimuli may enhance or decrease the elaboration of the message (if the product is perceived as feminine or masculine). Second, the characteristics of individuals can affect attention and elaboration of the message (traditional or non-traditional gender role orientation). Lastly, situational factors may be important to influence the elaboration of the message.

There are two types of marketing communication claims-objective and subjective. Objective claims stem from the extent to which the claim associates the brand with a tangible product or service feature. For instance, the camera has auto focus features. Subjective claims convey emotional, subjective, impressions of intangible aspects of a product or service. They are non-physical features of a product or service that cannot be directly perceived, as they have no physical reality. For instance the brochure has a beautiful design. Males tend to respond better to objective marketing communications claims while females tend to respond better to subjective marketing communications claims.

When advertising to different genders it is important to remember how men and women process information. Females process information comprehensively. Males process information through heuristic devices such as procedures, methods or strategies for solving problems. Men prefer to have available and apparent cues to interpret the message where females engage in more creative, associative, imagery-laced interpretation.

In advertisements, men are represented as independent. They are shown in more occupations than women. Women are represented mainly as housewives and mothers. Men are more likely to be shown advertising cars or business products, while women advertise domestic products. Men are more likely to be shown outdoors or in business settings. Women are depicted in domestic settings. Men are more often portrayed as authorities. As far as ads go, with age men seem to gain wisdom and authority. On the other hand women seem to disappear with age. Voiceovers are commonly used in advertising. Most voiceovers are men (figures of up to 94% have been reported). There have been more female voiceovers in recent years but mainly for food, household products, and feminine care products.

Morse code

In the mid-19th century, the development of Morse code brought about a new wave of communication that spread over the world. No longer were messages sent solely by mouth or in writing. Though fresh eras of technology have since replaced Morse code in terms of simplicity and dominance, Morse code has quietly lived on due to the nostalgia and strong history it holds as well as the new uses it has presented.

Creators

Samuel Finley Breese Morse, for whom the code was named, was a professional artist educated in England. While returning to America to teach painting and sculpture in New York City, Morse overheard a discussion about electromagnets that led to his development of an electric telegraph, beginning in 1832, for transmitting numerical code. Alfred Vail, a partner of Morse's in this project, later modified the code substantially. Rather than using Morse's original concept of arbitrary numerals assigned to words of the English language, Vail assigned unique values to each letter of the English alphabet.

Notable Dates

The first transmission in Morse code occurred on May 24, 1844 from Washington, D.C. to Baltimore; the message, "What hath God wrought," was sent by Samuel Morse and was taken from the Book of Numbers. Perhaps the most famous usage of Morse code, the distress call known as "SOS" was made an official worldwide standard on July 1, 1908. However, as of February 1, 1999, international regulations no longer dictate that ships be prepared to broadcast this signal using Morse code. February 23, 2007 marked the date that, according to an FCC ruling, ham radio operators were no longer required to demonstrate Morse code proficiency to earn their licenses.

Code Fundamentals

Morse code employs many unique combinations of dashes, or long values, and dots, or short values. Each combination represents a different alphanumeric or punctuation character. Unlike binary code, though, understanding the lengths of the pauses is crucial to decipher the code properly, as pause between letters is notably different than a pause between words. As Vail adapted Morse's original code, he assigned those letters that occur most frequently the English language the shortest symbols for ease of use. Morse can be transmitted using a variety of methods, such as electrically using a telegraph, by way of audio tones or using light.

Interesting Uses

Notable practices and devices brought Morse code into widespread military use after its invention. During the American Civil War, Morse code messages were conveyed using flags in the daytime and torches at night. The heliograph, used from the late nineteenth century through World War II in some countries, transmitted messages in Morse code by essentially reflecting sunlight in a mirror. Today, Morse code is frequently used in assistive technology. Physically disabled people who are unable to use a computer mouse or keyboard are often able to find communicative freedom with Morse code, needing only the ability to indicate dots and dashes into a device. This device then proceeds to send the message through a voice box.

Electronic News Media

Most Indian newspapers, magazines, and media outlets are easily accessible through the Internet. Internet Public Library (IPL) is a concise Internet source for information on Indian newspapers. The Onlinenewspapers.com Web site lists about 120 online newspapers for India with access to each of those papers for reading.

The official Web site for the Library of Congress in New Delhi is also accessible on the Internet, where e-mail contact information is provided. This directory is published biennially. The directory includes newspapers published in India, the name and language of the newspapers, circulation, frequency of publication, and names and addresses for the publishers of each paper. Paper status is also included.

Internet Public Library's list of India's contemporary newspapers exists to enable instant access to existing information resources. Among them in 2002 were 62 Indian newspapers that were available online.

Online journalism

Online journalism is defined as the reporting of facts when produced and distributed via the Internet. As of 2009; audiences for online journalism continue to grow. In 2008, for the first time, more Americans reported getting their national and international news from the internet, rather than newspapers, and audiences to news sites continued to grow due to the launch of new news sites, continued investment in news online by conventional news organizations, and the continued growth in internet audiences overall, with new people discovering the internet's advantages for convenience, speed and depth.

However, the professional online news industry is increasingly gloomy about its financial future. Prior to 2008, the industry had hoped that publishing news online would prove lucrative enough to fund the costs of conventional newsgathering. In 2008, however, online advertising began to slow down, and little progress was made towards development of new business models. The Pew Project for Excellence in Journalism describes its 2008 report on the State of the News Media, its sixth, as its bleakest ever.

Despite the uncertainty, online journalists are cautiously optimistic, reporting expanding newsrooms. They believe advertising is likely to be the best revenue model supporting the production of online news.

An early leader in online journalism was The News & Observer in Raleigh, North Carolina. Steve Yelvington wrote on the Poynter Institute website about Nando, owned by The N&O, by saying "Nando evolved into the first serious, professional news site on the World Wide Web -- long before CNN, MSNBC, and other followers." It originated in the early 1990s as "NandO Land".

Many news organizations based in other media also distribute news online, but the amount they use of the new medium varies. Some news organizations use the Web exclusively or as a secondary outlet for their content. The Online News Association, founded in 1999, is the largest organization representing online journalists, with more than 1,700 members whose principal livelihood involves gathering or producing news for digital presentation.

The Internet challenges traditional news organizations in several ways. Newspapers may lose classified advertising to websites, which are often targeted by interest instead of geography. These organizations are concerned about real and perceived loss of viewers and circulation to the Internet.

UNIT-IV

BEGINNINGS OF MODERN INDIAN PRESS

Pioneering Attempts:

James Augustus Hicky

Judging from the historical facts, we have to give credit to the British rule for the advent of Journalism in India. The newspaper, therefore, came to India as an alien product, which was in fact forced upon us. This is because even our great nationalist leaders in the eighteenth and nineteenth centuries did not entertain the idea of learning English (called Mlechhas' language). The English were contemptuously referred to as Mlechhas—the depraved/degraded people whose moral standards were considered abysmally low and despised.

The East India Company, which was ruling the country, was not favourably disposed to the press; the officials of the Company were suspicious of journalists and newspapers from the very beginning. The officials were intolerant of any kind of criticism. The notional support that the press in India got emanated from the control of press by the Englishmen who drew strength from the power of press in England.

William Bolts, an ex-employee of the British East India Company attempted to start the first newspaper in India in 1776. Bolts had to beat a retreat under the disapproving gaze of the Court of Directors of the Company.

It was James Augustus Hicky who earned the distinction of launching in India the first English newspaper. The first publication of Hicky came to the stalls/readers on January 29, 1780 in Kolkata. It was named Bengal Gazette alias Calcutta General Advertiser. The paper had two sheets with three columns on each page and it was published weekly. The paper declared it as a "weekly political and commercial paper open to all parties but influenced by none."

The contents of the paper included items taken from English newspapers in England, letters from local and rural readers, items of gossip and scandal of interest to the European community. Hicky had reserved to himself a column to talk to his readers directly. There was also a poet's column in his paper. The paper was called as scurrilous and witty. Hicky and his paper came under extraordinary surveillance by the administration. The paper earned the enmity of Warren Hastings, the Governor-General and other high ups, most notable being Chief Justice, Elizabeth Impey. The administration was very annoyed because of the undesirable reporting—about private lives of the persons in high positions and even others like soldiers. Hicky lampooned Hastings and called him, "Sir F. Wronghead", "the Great Moghul" and the "Dictator."

Hicky reported an imaginary concert programme and linked the name of Sir Elijah Impey with a contract for a bridge that had gone to his cousin. All the important or notable personalities of Kolkata appeared in Hicky's Gazette with nicknames. There was one smart, intelligent lady who was reported repeatedly and thereby she kept the "gossip" busy for at least ten years; Miss Eruma Wrangham was mentioned under various nicknames for gossips, and she seemed to enjoy the

malice. In Hicky's columns, she appeared under various names—"Chinsurah Belle", or "Turban Conquest" or "Hookah Turban", etc.

A rival paper, *Indian Gazette*, appeared in the world of journalism in Kolkata, in the same year, 1780, in which Hicky introduced his *Gazette*; the rival paper gave setback to Hicky. The rival paper was much better in quality; it had four pages of 16 inches long, the types were better; it had three columns and it was well printed. On the other hand, Hicky's paper was having two pages of shorter size, crudely printed, having only two columns. Hicky found that his customers were deserting him. In a fit of anger, he attacked Swedish missionary, John Zachariah Kiermander; Hicky suspected him of having supplied types to his rival. He also attacked the proprietors of *Indian Gazette*, Peter Read and B. Messinck, salt merchant and theatrical producer, respectively. As if it were not enough, the authorities granted *Indian Gazette* postal facilities; the same facilities were denied to Hicky's paper.

Hicky complained to his readers about the step-motherly treatment meted out to his paper. It was suggested to him that he should approach Mrs. Hastings for her intervention, which he rejected, saying: "there is something so sneaking and treacherous in going clandestinely to fawn and take advantage of a good natured woman to draw her into a promise to getting that done which I knew would be highly improper to ask her husband, though his unbounded love for his wife would induce him to comply with."

Hicky and Hastings were not on good terms with each other. Hicky was habitually, and with malice and ridicule, reporting and giving publicity to the social life of the European community in Kolkata. While announcing marriages and engagements, he also published news of engagements anticipated and he utilized this to hit those he disliked.

After giving him long tether for considerable time, and ignoring the suggestions of strong action against Hicky from the members of his Council, Hastings finally took action against him for defamation on two counts in June, 1781. Hicky was convicted and sentenced to two years' imprisonment and a fine of Rs. 2,000. The Chief Justice awarded damages to Hastings of Rs. 500 but Hastings waived it. Although Hicky was in prison, his paper continued to appear regularly, and mysteriously his column too appeared in the same defiant tone.

The paper had great public support. Hastings took action second time in March, 1782. This resulted in confiscation of his types: on appeal to the Clerk of King, the King's judges released his types. This decision was hailed by Hicky as protecting the liberty of the press. But that was the end of Hicky's *Gazette*, which had barely a life of two years.

Hicky had done some printing job for the Company—he printed on order 16,800 sheets—and submitted bill for value of Rs. 35,092. The authorities said that the full number of sheets was not supplied and the printing was also defective. The payment was approved for only Rs. 6,711. Hicky wrote about his claim to Hastings. Hastings ordered payment of Rs. 6,711 on the condition that he gave acquittal for all demands that is for full and final payment. Hicky was adamant as before and insisted on full payment. So, he did not accept the offer. Towards the end of his life, Hicky consented to the offer of lower payment due to extreme penury faced by his large family while he was in prison, but it took long time to get the money.

If Hicky was indomitable, Hastings was equally, if not more, revengeful. With the aid of the Chief Justice of Supreme Court, Elizabeth Impey, he resolved to kill Hicky's paper. He instituted suit after suit against Hicky and at last succeeded in crushing both the paper and its editor.

Bengal Gazette

Bengal Gazette is the first Indian newspaper. While inaugurating the *Bengal Gazette* in 1780, James Augustus Hicky, its founding editor, announced that the motto of his paper would be to report objectively and impartially the affairs of the country. He tried to remain true to his promise.

But the paper lasted only for two years. Hicky, a dauntless journalist, made persistent attacks on the corruption and misgovernance of the Fort William authorities. Through his paper he exposed many of the oppressive policies of Warren Hastings and the Company civilians. Hicky's conduct was found to be prejudicial to the interest of the Company and the British nation. His permit to stay in Bengal was cancelled and he was asked to leave India immediately. Hicky wound up his paper and left India in 1782.

Calcutta Gazette

Calcutta Gazette a newspaper, circulating government advertisements, was first published on 4 March 1784. It was not a government publication and owed its origin and initial management to Francis Gladwin, an oriental scholar and an officer of the East India Company. It later became the sole medium for making public advertisements. Although initially these advertisements were charged for, the proprietor later on undertook to publish these free of charges when the government agreed to provide the *Gazette* with necessary paper and allowed its free circulation by post. This privilege, however, was withdrawn in 1787. Although government eventually withdrew the official privilege of free circulation by post, the *Calcutta Gazette* continued to publish public advertisements and government notifications as before almost exclusively.

In January 1787, Francis Gladwin relinquished his proprietorship of the newspaper in favour of three civilians of the Company - Arthur Muir, Herbert Harrington and Edmond Morris. The monopoly nature of the paper ensured its extensive circulation and became over time an advertising paper predominantly.

However, the period of prosperity of the *Calcutta Gazette* was not to continue for long owing to the launching of another competing newspaper, the *Government Gazette*, in June 1815, by the Bengal Military Orphan Society. The *Government Gazette* was made the sole organ for publishing all public advertisements and notifications. Many private advertisers also left the *Calcutta Gazette* necessitating a huge curtailment of its finances. This again caused retrenchment of staff resulting in labour problems culminating in a workers' strike. The financial problems became so acute that in June 1818 the proprietors sold off the newspaper to one Mr. Heatly, owner of the *Calcutta Morning Post*. Heatly, however, wound off all publications by a notification appearing on 29 September 1818 in favour of the *Calcutta Journal*, a new newspaper, launched by one James Silk Buckingham.

B. Messink and Peter Reed were pliant publishers of the *India Gazette*, unlike their infamous predecessor. It was followed by another private initiative the *Bengal Journal*. The *Oriental*

Magazine of Calcutta Amusement, a monthly magazine made it four weekly newspapers and one monthly magazine published from Calcutta, now Kolkata.

Freedom of the Press in India

Freedom of the Press is the guarantee by a government of free public press for its citizens and their associations, extended to members of news gathering organizations, and their published reporting. It also extends to news gathering, and processes involved in obtaining information for public distribution. Not all countries are protected by a bill of rights or the constitutional provision pertaining to Freedom of the Press. With respect to governmental information, a government distinguishes which materials are public or protected from disclosure to the public based on classification of information as sensitive, classified or secret and being otherwise protected from disclosure due to relevance of the information to protecting the national interest.

Broadly speaking, the functions of the press are to convey government policies to the public, keep government informed of events and happenings at home and abroad. Each of these functions developed as the need for it was felt. In India, the freedom of press is guaranteed under the right to speech and expression given to its citizens by the Constitution of India. Still, no political party can boast of respecting the freedom of the press. There have been numerous instances of newspaper offices being vandalized and editors and journalists being roughed up by political flunkies for publishing articles that were critical of their leaders whose credentials were suspect, to say the least. This sorry state of affairs has increased in recent years.

The present project deals with some of the factors which have endangered the freedom of the Indian press. After outlaying the legal history of the press in India, the focus has been laid on some of the recent manifestations of the press, namely media trials and sting operations. The authenticity and usefulness of such media tricks have been analysed in detail.

LEGAL HISTORY OF THE PRESS

The history of the Indian press begins with the coming of the Europeans. The Portuguese were the first European nations who brought a printing press to India and the first book published in India was by the Jesuits of Goa in 1557. In 1684 the English East India Company set up a printing press in Bombay. For about a century no newspapers were published in the Company's territories because the Company's servants in India wished to withhold the news of their malpractices and abuses of 'private trading' from reaching London.

The first attempts to publish newspapers in India were made by the disgruntled employees of the East India Company who sought to expose the malpractices of private trade. In 1776 William Bolts, being censured by the Court of Directors for private trading, resigned his service under the Company and announced his intention to publish a newspaper and made it known that he had in his possession "in manuscript many things to communicate which most intimately concerned every individual." The official quarters at once reacted and Bolts' scheme ended in embryo. It was left to James Augustus Hickey to publish the first newspaper in India entitled *The Bengal Gazette or Calcutta General Advertiser* in the year 1780. For his outspoken criticism of Government officials and scurrilous attacks on the Governor-General and the Chief Justice, Hickey's press was seized in 1782. The following years saw the appearance of new publications like *The Calcutta*

Gazette(1784), *The Bengal Journal* (1785), *The Oriental Magazine of Calcutta or Calcutta Amusement* (1785), *The Calcutta Chronicle* (1786), *The Madras Courier* (1788), *The Bombay Herald* (1789), etc. the promoters of these new publications profited from Hickey's bitter experience and avoided clash with the authorities.

The circulation of papers during this early period never exceeded a hundred or two hundreds. These journals usually aimed to cater to the intellectual entertainment of the Europeans and the Anglo Indians. There was hardly any danger of public opinion being subverted in India. What really worried these Company's officers was the apprehension that these newspapers might reach London and expose their misdoings to the Home authorities. In the absence of press laws, the newspapers were at the mercy of the Company's officials. The Government sometimes enforced pre-censorship, sometimes deported the offending editor for anti-government policies.

The Censorship of the Press Act, 1799

Lord Wellesley imposed severe censorship on all newspapers. Apprehending a French invasion of India had engaged in the struggle for supremacy in India, might have the effect of weakening his influence *vis-à-vis* his Indian adversaries or the French. The Censorship of the Press Act, 1799, imposed almost wartime restrictions on the press. These regulations required:

- i. The newspaper to clearly print in every issue the name of the printer, the editor and the proprietor; and
- ii. The publisher to submit all material for pre-censorship to the Secretary to the Government.

Breach of these rules was punishable with immediate deportation. In 1807 the Censorship Act was extended to cover journals, pamphlets and even books. Relaxation of press restrictions came under Lord Hastings. The Governor-General tried to put his liberal ideas in practice and succeeded in establishing in India some of the progressive views which were gaining ground in England.

The Licensing regulations Act, 1823

The appointment of John Adams as acting Governor-General in 1823 gave him the opportunity to give a practical shape to his reactionary views. Press regulations of 1823 proved more stringent than any other that had been in force earlier. The new regulations required:

- i. Every printer and publisher to obtain a license for starting a press or using it.
- ii. The penalty for printing and/or publishing any literature without the requisite license was Rs. 400 for each such publication or imprisonment thereof. Magistrates were authorized to attach unlicensed presses.
- iii. The Governor-General had the right to revoke a license or call for a fresh application.

The Liberation of the Indian Press, 1835

Lord William Bentinck adopted a liberal attitude towards the press. Although Adams' press regulations were not revoked considerable latitude of discussion was given to the press, Indian as well as Anglo Indian. However, it was left to Charles Metcalfe, officiating Governor General to repeal the obnoxious ordinance of 1823 and earn the epithet of 'Liberator of the Indian Press'. The result of this liberal press policy which continued till 1856 was the rapid growth of newspapers all over the country.

The Licensing Act, 1857

The emergency caused by the Rebellion of 1857 led the Government to again impose licensing restrictions on the press in addition to the existing registration procedure laid down by the Metcalfe Act. The Act prohibited the keeping or using of printing presses without a license from the government and the government reserved the discretionary right to grant licenses or revoke them at any time.

The Registration Act, 1867

The Press and Registration of Books Act of 1867 replaced Metcalfe's Act of 1835 pertaining to registration of printing presses and newspapers. The Act was of a regulating nature and not a restriction on printing presses or newspapers. By this Act every book or newspaper was required to have printed legibly on it the name of printer and publisher and the place of printing. Further, within one month of the publication of a book a copy of the book had to be supplied free of charge to the local government.

In 1870, an Act to amend the Indian Penal Code was passed which contained a sedition section. Later on this section was incorporated in the Indian Penal Code as Section 124-A.

The Vernacular Press Act, 1878

The Vernacular Press Act, 1878 was designed to 'better control' the vernacular press and to empower the Government with more effective means of punishing and repressing seditious writings. The Act empowered:

- i. A district magistrate with the previous permission of a local government to call upon the printer and publisher of any vernacular newspaper to enter into a bond undertaking not to publish anything likely to excite feelings of dissatisfaction against the government or antipathy between persons of different races, castes and religions among Her Majesty's subjects. The Magistrate could further require the publisher to deposit security and to forfeit it if the newspaper contravened the regulation. If the offence occurred the press equipment could be seized.
- ii. The Magistrate's action was final. No appeal could be made to a court of law.
- iii. A vernacular newspaper could get exemption from the operation of the Act by submitting proofs of the paper to a government censor.

The Act came to be nicknamed as the Gagging Act.

The Newspapers Act, 1908

The newspapers of the time often commented adversely on the Government policies. The government followed a repressive policy and enacted the Newspapers (Incitement to Offences) Act, 1908. According to this Act:

- i. The magistrates were empowered to confiscate printing presses, property connected thereto of newspapers which published objectionable material which served as incitement to murder or acts of violence;
- ii. The local government was empowered to annul any declaration made by the printer and publisher of an offending newspaper made under the Press and Registration o Books Act, 1867; and
- iii. The newspaper editors and printers were given the option to appeal to the High Court within fifteen days of forfeiture of the press.

Under the Newspapers Act of 1908, the Government launched prosecutions against nine newspapers and confiscated seven presses.

The Indian Press Act, 1910

The government further sought to strengthen its hands by the Indian Press Act of 1910 which revived the worst features of Lytton's Press Act of 1878. the aggrieved party could appeal to a Special Tribunal of the High Court against orders of forfeiture within two months. Further, the printer of every newspaper was required to supply to the government free of charge two copies of each issue of the newspaper published. The Act gave powers to the Chief Customs Officer to detain all imported packages which contained objectionable material.

The Indian Press (Emergency Provisions) Act, 1931

This Act gave sweeping powers to the provincial governments in suppressing the propaganda for the civil disobedience movement. In 1932, the Press Act of 1931 was amplified in the form of the Criminal Amendment Act of 1932. During the Second World War, pre-censorship was reinforced and at one time the publication of all news related to the Congress activities were declared illegal.

The Press (Objectionable Matters) Act, 1951

This Act was more comprehensive than any earlier legislation affecting the press. It replaced the Central and State Press Acts which had been in operation till then. The Act empowered the Government to demand and forfeit security from presses and newspapers for publication of 'objectionable matter'. The Government to demand and forfeit security and demand further security from presses and newspapers for publication of 'objectionable matter'. The government could also declare certain publications forfeited, prohibit transmission by post of objection documents, to seize and destroy unauthorized newspapers and to seize and forfeit unauthorized presses. The Act remained in force till 1946.

Under our constitution there is no separate guarantee of the freedom of the press. It is implicit in the freedom of expression which is conferred on all citizens. The freedom of press under our constitution is not higher than the ordinary citizens. It is subject to the same limitations as are imposed by Art. 19(2), and to those limitations only.

Now the question before us is what exactly constitutes restriction upon the press?

1. Any restriction that is directly imposed upon the right to publish, to disseminate information or to circulate constitutes a restriction upon the freedom of the Press. The right to publish includes the right to publish not only its own views but also those of its correspondents. The right to circulate refers to the matter to be circulated as well as the volume of circulation.
2. To require a newspaper to reduce its space for advertisements would directly affect its circulation since it would be bound to raise its price.
3. To fix the maximum page or price level, thereby affecting its volume of circulation.
4. To restrict the use of the paper which is allotted to a newspaper so as to affect its volume of production or circulation?

It would not be legitimate for the state –

- (a) To subject the press to laws which take away or abridge the freedom of expression or which would curtail circulation and thereby narrow the scope of dissemination of information or fetter its freedom to choose its means of exercising the right would undermine its independence by driving it to seek government aid.
- (b) To single out the press for imposing excessive and prohibitive burdens which would restrict the circulation, impose a penalty on its right to choose the instruments for its exercise or to seek an alternative media.
- (c) To impose a specific tax upon the press deliberately calculated to limit the circulation of information.
- (d) To cancel a declaration under the Press and Registration of Books Act without giving an opportunity to the person affected to show cause against the proposed action.
- (e) To require the newspapers either to reduce the number of pages or to raise their prices according to the schedule prescribed by the state, on some ground extraneous to clause 2, e.g., the elimination of their competition amongst newspapers.
- (f) To subject the press to a statutory wage structure which has no regard to its paying capacity and is beyond its financial capacity?
- (g) To demolish a building when it is intended to stop the business of a newspaper located in that building.

The following chapters deal with some recent innovations of the press like media trials and sting operations.

MEDIA TRIALS

The Supreme Court has, time and again, strongly deprecated the media for interfering with the administration of justice by publishing one-sided articles touching on merits of cases pending in the courts. It is a disturbing factor in the administration of justice. Sometimes media houses publish one-sided versions of the case where the facts narrated contain materials that may be used in the forthcoming trials of the case. Such articles certainly interfere with the administration of justice as it unnecessarily sensationalizes the case and puts undue pressure on the judge.

M.P. Lohia, facing charges of causing the death of his wife, had moved the apex court against a Calcutta High Court order rejecting his anticipatory bail to him. While Mr. Lohia's special leave petition was pending before the court, a local magazine published the article, titled "Doomed by Dowry", giving a version of the tragedy and extensively quoting the father of the deceased on his version. Such cases are good for creating public awareness regarding social issues like dowry deaths. But, the reporting should be unbiased without any coloring. In this case, the interview of the deceased lady's relatives was likely to create public opinion against the husband without any substantial proof.

The media persons argue that they have a rich tradition of fiercely independent journalism. In fact, all the big scams were busted by the press. The law enforcers merely followed them up. What the huge vigilance machinery failed to notice poorly paid journalists effortlessly dug out. That is how Bofors hit the headlines. That is how it was found out that Narasimha Rao had bribed the Jharkhand Mukti Morcha MPs and Satish Sharma and Buta Singh had brokered the deal.

Today, the media parrots what the law enforcers say and the bureaucracy puts out. It repeats what politicians claim, often falsely. As a result, if the police say Bharat Shah connived with the underworld to try and kill Shah Rukh Khan, the media carries that verbatim without making the slightest attempt to check the veracity of that ostensibly absurd claim. If SEBI alleges that Shankar Sharma of First Global hammered the entire market down by selling 100 Wipro shares, the media prints it blindly. Even though we all know that it is impossible for any single individual to alter the course of an entire stock market for whatever purpose.

If the political establishment tries to swing public attention away from its own scandals and points towards some silly and preposterous charge against someone else, the media is the first to give it legitimacy. Answering a mobster's telephone call is not exactly a crime. It was just another way of staying alive! Yet the media has deliberately chosen to present the facts of the case in an unfair and prejudicial manner. Media tries selling instant justice so that more people buy newspapers lured by hot headlines. So that more people watch the news and TRPs go up, more advertising revenue comes in.

Newspapers and television channels had picked up on the death penalty awarded to Santosh Singh in the Priyadarshini Matto case and accorded it a priority in their coverage. People are celebrating it, and are hoping that justice will be done in the Jessica Lal case as well. People believed that Santosh had indeed committed the crime. The people came to this conclusion because this is what they were told and shown by the media. Similar is the case with Manu Sharma, the accused in the Jessica Lal case, and other accused persons in many other high-profile cases.

Right after the incident, the media trial begins and all media entities — print or electronic — more or less have similar focus in their stories. Worse, they even pronounce their judgment, which usually goes against the accused or the suspect. With almost a propaganda-like zeal, the story is presented to the viewers as if the accused is really the culprit. In cases where the charge is not proved in the court, there are SMS campaigns, blogging outrages, candle-lit processions, and rallies to mobilize the citizens against the “injustice” done by the courts and to put the pressure on the appellate court.

If people are celebrating this new trend of holding anyone guilty by the media and the common people, then there would be no need of the judiciary and the criminal justice system. People may as well start having ballot boxes and put the name of all the suspects of a case for voting and ask common people to cast their vote, send SMSes and the suspect who would get the maximum SMSes and votes shall be held guilty and shall be punished. This will ensure speedy trial with cent-percent conviction rate.

In the criminal justice system, the guilt is to be proved beyond reasonable doubt and if it's not proved, then the person has to be set free. That's the system we have been following. Law is governed by senses and not by emotions. While displaying our emotions, the media and the masses forget that it puts tremendous pressure on the judge presiding over the case. It is very difficult for a judge to give a fair judgment who is under such tremendous pressure from all sections of the society. A person is presumed to be innocent unless he is held guilty by the competent court, but here the trend, which has started and which is growing day by day, is to declare a person guilty right at the time of arrest. The trial by media is a very serious thing and must be stopped before it takes a more vicious form. The media is there to report facts or news and raise public issues; it is not there to pass judgments. The media has a responsibility towards the society; it's not for making money.

These big business houses running and controlling the major media players are showing anything that sells in the market, totally unconcerned about their responsibility. Media has an important role to play, but if that's the direction in which they are headed, the courts need to take a bold step and issue a gag against them on matters that are sub-judice. Through media trail, we have started to create pressure on the lawyers even — to not take up cases of accused, thus forcing these accused to go to trial without any proper defence. This is against the principles of natural justice. For example the extensive coverage of the police investigations in the Noida killings almost led to people thinking that Surinder Kohli and Mohinder Pandher had already confessed to the killings. The influence of the media coverage led to the local bar association announced that no advocate would defend the two. This assumption of guilt by the media and therefore the public encroaches upon the rights of the accused to legal representation.

There was a time when the media was more sedate but more responsible because it was not trying to hawk its wares in a competitive market where the shrillest shriek draws the most attention. It was trying to bring us the truth. The truth as it honestly saw it.

Journalists were not under pressure to push up ratings or sales. So they did their work with serious intent, with conviction, with courage and integrity. They did not pronounce people guilty without making a serious attempt to study the charges, investigate them and come to their own independent

conclusions, without fear or favour. They did not blindly print what law enforcers claimed, what the bureaucracy said or what politicians planted on to them. That is why people trusted them.

What we get now is trial by media. Everyone manipulates the media to serve their own interests or hurt their rivals. If they cannot do this on their own, they hire spin doctors. In the process, justice is compromised, fair play is lost and truth is injured. What we get are doctored facts and convenient conclusions. We get planted stories that influence the course of justice and compromise our rights as citizens of free India. In fact, if the media is not careful, it could destroy the very foundations of this civil society.

STING OPERATIONS

Sting operations began a good five to six years ago – tiny cameras hidden in handbags or pens of journalists that intruded into the dark recesses of homes and offices of people of consequence to bring out elements of truth that rocked the whole nation. Cricketers who fixed matches, defence personnel on the take and politicians who had no qualms stuffing money into their drawers were the first lot of people to fall prey to the covert operation. Soon, those from other walks of life followed. It seemed that the sting — loved by the common man and hated as much by the powerful — would spare no one who was guilty.

The Supreme Court of India has taken exception to the fact that sting operations have, over the years, become a ‘money-making venture’. Politicians also continue to question if sting journalism, as claimed by their undertakers, is always for the greater common good. When reporters of “tehelka.com” masqueraded as arms dealers and secretly filmed their ‘transactions’ on the sale of a fictitious product to the Defence Ministry in 2001, their act was defended widely as one that was in the larger public interest as it exposed corruption in a key organ of the government entrusted with the country's security.

A Cobrapost operation, called Operation Duryodhana, which exposed members of Parliament who took money to ask questions in the house, was perhaps what set the whole thing off. But then, the media have concerns on how the whole issue of public interest may be defined. In the lack of a proper definition, things can only get more convoluted in the future.

As for the court’s opinion that sting operations are often outsourced and become a money-minting exercise, journalists argue that though sting operations are sometimes outsourced, that doesn’t invalidate the sting. Some journalists say stings are blurring the line between journalism and entrapment, between public interest and voyeurism. Not everyone, however, is ready to give sting journalism such wide latitude. The issue of entrapment, where journalists have posed as bribers or wannabe starlets to entice people into an act that is recorded on hidden camera has invited criticism in the past. On the one hand, it may have exposed corrupt ministers with greasy palms. On the other hand, it has blown the lid off Bollywood stars with a weakness for wannabe starlets. The two faces of sting journalism cannot be measured by the same yardstick. Public interest might be better served by exposing the activities of their elected representatives rather than that of some Bollywood star.

People all around India applauded a start-up news and views site, Tehelka.com, for exposing corruption in weapons deals and showing politicians and army officers taking bribes from

journalists posing as middlemen. Now, with 40-odd news channels vying for viewer-ship in India's raucous media scrum and cheap secret cameras flooding the grey market, sting operations have become essential fodder in the news mix. A realistic approach would be to first distinguish between public and non-public persons, and having done that, mark out the public duties and functions that the former kind carry out. Then it would be up to media houses to narrowly structure their operations, so that they can justify them as being in the public interest. The data collected through a sting operation may not always have evidence value in a court of law, so to use it to expose personal tastes and preferences may prima facie not be justified.

India is a country where victims of defamation have slim hopes of any redress because of its painfully slow justice system. For that reason critics say, the news channels do have a moral duty to be more responsible carrying out a sting, no matter how big or small the target of the sting is. In an article in *The Asian Age* dated March 26, 2001, M K Narayanan, a former chief of Intelligence Bureau and currently the national security advisor, drew attention to several points, the most important of which were:

- i. 'Between 'snaring' or 'tempting' people into accepting 'gifts' or 'bribes', where a cause of action does not exist, and exposing corruption regarding specific deals, a vast gulf exists. Not to recognise the significance of this difference would be a grievous mistake.'
- ii. 'No one has shown any concern about the ethics of the operation and whether stilted 'exposure' of this kind can improve the system or will damage it further. The motivation of those responsible for the 'sting' has been accepted without question and a gullible public has not explored whether a hidden game plan exists in all this.'
- iii. 'Most see it as the stuff of investigative journalism. Hardly any sees it as a potential time bomb.'
- iv. 'Sting journalism is an offence in countries like the United States but here it is being hailed as an opportunity for virtue to triumph over the forces of evil. Therein lurks the danger.'

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CONCLUSION

As has been discussed in the previous pages the press in India had its fare share of highs and lows right from the British period and continue even today. The Government has tried to gag the press by enacting strict regulations which might have even encroached upon its freedom.

Presently, the press is in a comfortable position regarding its freedom. But to retain its freedom the press has to ensure that it does its job properly. If it continues to report the incidents of public interest, truly and honestly, then no one can ban its freedom of expression. But if tries to cash in on the public sentiments by creating a hype and thus leading to disturbance of public peace in order to serve its own selfish motives, then the judiciary will be justified in passing laws to restrict its freedom.

Regarding two of the innovative media techniques discussed in the previous chapters, that is, media trials and sting operations, they have to be used in a controlled manner. Sting operations can be justified when it is done on the basis of some prior information about the person. Care should be taken to ensure that the media houses do not exploit people in power by entrapping them just for earning some extra revenues. This is because even a normal person can fall prey to bribery if they are repeatedly enticed into taking bribes. This has to be distinguished from the case where the victim himself demands money for doing his duty. Media-persons have a duty to present the whole picture to the public instead of editing it to sensationalize the incident.

The concept of media trials cannot be justified. Here, the media actually encroaches upon the duties of the judiciary by almost pronouncing the judgment on behalf of the public. The most disturbing factor is that it does not have a specific structure. This should definitely be stopped in order to ensure the efficient functioning of the judiciary.

The press is a double-edged sword. It can be wielded in both ways – for the betterment of the society and also for the destruction of the prevailing social structure. It all depends on who is wielding this sword!

Freedom of press –Attitude of the English East India Company

Press and Politics information media in print popularly known as press is generally credited with having unseen power to mould public opinion. There is no historical evidence that the press as such existed before the east india company rule in the subcontinent, except for the mention of '*waqiah-navis*' who primarily acted as an official news recorder and secret informer of the Mughal rulers. Reports have it that one British settler (William Bolts) dared to venture to bring out a paper covering the internal contradictions of the company activities in or about 1768, but he was soon forced to leave India. In 1780, James Augustus Hicky brought out the *Bengal Gazette or Calcutta General Advertiser*, a two-sheet weekly, ostensibly for the British residents. The paper was soon confiscated for its critical reporting on warren Hastings, his wife and the English judges. The editor of the *Bengal Journal*, William Duane, also suffered a forcible deportation for his 'licentiousness' in reporting. In 1799, Lord Wellesley introduced the press censorship in Bengal in the aftermath of developments leading to the deportation of Dr Charles Maclean for his anti-establishment reporting in *Bengal Harkara* of which Dr Maclean was the printer.

Ganga Kishore Bhattacharya, a teacher and reformist, started the first Bangla weekly *Bengal Gazette* in early 1818 assisted by Raja rammohun Roy. Thereafter, in April 1818, the Baptist missionaries published the Bangla monthly *Dig-darshan* from Serampore. *Samacher Darpan* was published on 23 May 1818, a week after the release of *BengalGazette*. James Silk Buckingham, a British citizen, in his *Calcutta Journal* introduced honesty and decency in contemporary English journalism in India. Raja Rammohan set up *Sambad Kaumudi* in Bangla, *Brahminical Magazine* in English and the *Mirat-ul-Akbar* in Persian and united with both the Indian and European editors to force Lord william bentinck to liberalise the existing press laws. Governor general John Adam introduced in 1823 the system of obtaining a license for printing in pursuance of the Bengal Resolutions issued in the same year, but Sir charles t metcalfe repealed the Regulations of 1823 and passed the Act of 1835 under which the editor, printer and publisher were to give only a declaration about the place of the publication. When in 1835 English replaced Persian as court language, the Jnananneshan protested and pleaded for use of Bangla instead. The weekly *Rangpur Bartabaha* in

1847 propagated progressive views and started writing against local officials. Lord Ellenborough therefore restrained the officials from disclosing any official secrets.

CHARLES METCALF

Metcalf, Sir Charles T (1785-1846) acting Governor General of India from March 1835 to March 1836. Born on 30 January 1785 in Kolkata, Charles Metcalfe was the son of Thomson Metcalfe, a Major of the East India Company's Army. Educated at Bromley and Eton, he came back to Calcutta in 1801 at the age of sixteen as a writer in the Company's service.

Metcalf held various political assignments. He played a leading role in concluding the treaty of Amritsar of 1809 with Ranjit Singh that brought stability in the Punjab and was in force till the first Sikh war of 1845. The British territory was secured as the Sikh energies were diverted against Afghanistan and Sind. As a reward Charles Metcalfe was posted as Resident at Gwalior in 1810, at Delhi from 1811 to 1819 and at Hyderabad from 1820-1822 and from 1825-1827.

Metcalf served as Secretary in the Secret and Political Departments. He was private secretary to Lord Hastings from 1819 to 1820 and a member of the Supreme Council of Calcutta from August 1827 to November 1834. He was the Acting Governor General of India (March 1835-March 1836) after Bentinck. The court of Directors was planning to recommend making his appointment permanent. But Metcalfe, a man of liberal thinking, incurred the displeasure of the Court by removing the restrictions imposed by Wellesley on the Indian press, thus guaranteeing freedom of expression to the Indians. Consequently he was sent as Lt Governor to the North-West Province (modern Uttar Pradesh) where he served for two years from 1836 to 1838. He was then appointed Governor of Madras. Disappointed, Metcalfe soon resigned from the Company's service when his liberal reform promises were unfavourably received by the Court of Directors, and sailed for England.

Later he served as Governor of Jamaica (1839-42) and Governor General of Canada (1843-45). He was made a Privy Councillor in 1845 and died of cancer on 5 September 1846.

No other Englishman served India for so long a period as did Metcalfe. He arrived in India when British power was on the ascendancy under Lord Wellesley and lived in this country for 38 years. His urge for reform prompted him to prohibit slavery and the practices of sati and infanticide in the Delhi territory as early as 1812. While a member of the Council it was Metcalfe who influenced Governor General Bentinck to take the natives into partnership in governing the country. He was an able civil servant with progressive views. His liberal press policy endeared him to the Indians who created the Metcalfe Hall in Calcutta and placed his bust there.

Rajaram Mohan Roy and the Indian press

The unfolding of Hindu acculturative movements began with the career of Rammohan Roy (1772-1833). He was born into a world of diverse cultural influences. His father's family followed Chaitanya, and his mother was a worshipper of divine female power. Professionally the Roys had served under Muslim rulers and so were among the Persianized members of the Hindu elite. This tie to non-Hindu government gave them a somewhat lowered status, as they were not counted among the purest of the Brahmanical community. Roy learned Bengali as his mother tongue, but also

studied Persian in preparation for future employment and Sanskrit as befitted his priestly rank." Young Roy questioned orthodox beliefs, and consequently came into conflict with his parents. The year after his father's death in 1803, Roy published his religious views in a Persian tract, *Tohfatal-Muwahiddin* (A Gift to Theists, 1804), making public his criticisms of idolatry and polytheism. Roy had already entered the world of private banking and from there he was drawn into the colonial milieu, for his clients included several English officers. He began to learn English and spent nine years working for the East India Company. He retired in 1814 and afterwards turned his energies to issues of social custom and religious belief.

About the same time another work of Rammohan in Persian entitled *Manzarat-ul-Adiyan* or "Discourses on Various Religions" came out. It is believed that its theme was similar to that of the *Tuhfat*. In 1815 Rammohan founded the Atmiya Sabha or Friendly Association for discussing theological subjects. The Sabha met once in a week and in its meetings the Hindu scriptures were recited and theistic hymns composed by Rammohan and his friends were chanted. Meetings of Atmiya Sabha were originally held at Rammohan's Manicktola residence in Calcutta. Later, regular sittings were held by rotation in the residence of different members. Among the topics discussed in the meetings were futility of image worship, evils of caste system, practice of Sati and polygamy.

As another means of propagating his religious views Rammohan published a number of books and tracts during this period. He published a translation of the Vedanta Sutra in 1815 and the Bengali translation of Isa, Kena, Katha, Mundaka and Mandukya Upanishads between 1816 and 1819. He was the first man to translate and explain the Vedanta in Bengali though he mainly propagated the non-dualism of Shankaracharya.

In 1825, he founded the Vedanta College where along with Western Science and Philosophy the students were to be taught Vedanta philosophy. The Vedanta College was set up with a view to the propagation of and defence of Hindu Unitarianism. In 1820 Rammohan entered a different phase of his religious activities and became involved in a controversy with the Christian Missionaries. Rammohan had first come into contact with the Serampore missionaries in 1816 and since then had sought to maintain friendly relations with them. The controversy began with the publication in 1820 of his work entitled *The Precepts of Jesus, The Guide to Peace and Happiness*.

In September 1821, through the interest and initiative taken by Adam, Rammohan and others, the Unitarian Committee was founded. The object of the Committee was to remove ignorance and superstition, and to furnish information respecting the evidences, the duties, and doctrines of the religion of Christ. The Unitarian Committee used to run an Anglo-Hindu School, and arrange congregational services and it owned a printing press.

In 1816-17, Rammohan started an English school at Sudipara for the education of Hindu boys. The School was formally opened in 1822 as the Anglo-Hindu School where western Science, philosophy and literature were taught. Among the students of this school was Devendranath Tagore. From 1839 the school was renamed the Indian Academy.

Another significant contribution of Rammohan as an educational reformer was that he drew the Christian missions to this field. In 1823, he requested the Church of Scotland Assembly to send out competent teachers to spread English education in India. In 1830, Dr Alexander Duff, the famous missionary educationist, came to India.

Initially known as the General Assembly's Institution, the Scottish Church Collegiate School was founded on the 13th July, 1830 by Alexander Duff, the first overseas missionary of the Church of Scotland to India. Dr. Duff with Raja Rammohan Roy, the father of modern India, played significant role in supporting Lord Macaulay in drafting his famous minute for the introduction of English education in India.

Rammohan's efforts for promoting Indian Journalism were very notable. Among the papers that he used as his organs was the Bengali weekly *Sambad Kaumudi* or "The Moon of Intelligence". In 1822, he started a weekly paper in Persian named *Mirat-ul-Akhbar* or "Mirror of Intelligence". The *Sambad Kaumudi* was primarily intended for common man, whereas the *Mirat* was for the educated classes. Apart from being one of the pioneers of Bengali journalism, Rammohan's name is associated with the struggle for a free press in India. His memorial against the Press Ordinance of 1823 to the Supreme court and then to the Privy Council, his closure for the publication of the *Mirat-ul-Akhbar* as a protest against the repressive Government Ordinance have earned for him an esteemed place in the history of the Indian Press. This is the first instance of an organized effort to rally the intelligentsia against an encroachment on the fundamental rights of the people. In 1827, he protested against the Jury Act which introduced discrimination even in the courts of Justice. Three years later, in 1830, we find him objecting to the Government proposal to Tax rent-free lands. Lastly, we must recall the agitation he started on the eve of the renewal of the Company's Charter in 1833. The most dramatic question of Roy's varied career, and one that concerned him for the remainder of his life, was the rite of sati, the immolation of Hindu widows on their husbands' funeral pyre. Sati was not practised widely throughout the Hindu community, but it was strong among the higher castes in Bengal. Roy had been deeply upset, when one of his female relatives committed sati. In 1818, he published *A Conference between an Advocate for and an Opponent of the Practice of Burning Widows Alive*. Roy cited scriptural sources to justify his contention that Sati was not required by Hindu law and was instead an erroneous accretion; an example of degenerate Hinduism. Finally in 1829, the British- Indian Government outlawed Sati.

The miserable conditions of the peasants in India and the serious economic crisis that gripped the country did not fail to draw his concern and sympathy. Rammohan suggested that the revenue demanded from the Zamindars should be reduced so that a reduction in the ryots rent would be assured. As a measure to cope up with the problem of economic drain he suggested that a system should be devised which would encourage wealthy Europeans to settle their families permanently in India.

He had sympathies and contacts with the people of the world and the international events and movements of his time. He took an absorbing interest in the French July Revolution of 1830 which he viewed as a triumph of Liberty. The orthodox Hindu community organized itself in defence of Hinduism and its practices under the patronage of Raja Radhakant Dev (1784-1867). Other stalwarts of the group included Bhabanicharan Bandopadhyay and Ramkamal Sen. Religion and social reforms were the main subjects of controversy. In 1823, the Gaudiya Samaj was founded with the object of the propagation of learning and knowledge among the natives. The samaj accepted Hindu social customs and usages. Social problems and social improvements were discussed and the vedas were recited in the meetings of the samaj. With the object of defending orthodox religion and society the Dharma Sabha was founded on January 17, 1830. Its president was Raja Radhakant Deb and Bhabanicharan Bandopadhyay, its secretary. The Dharma Sabha has been described as an impressive testimony to the power and grandeur of traditional forces.

It was the great Raja Rammohan Roy, who realized that India would be a backward country, if her people did not learn English, Mathematics and Science. He spent his own money and started a college to teach English and Science. That is why he is called the 'Maker of Modern India'. He had a high regard for India and Hinduism and was proud of them.

BEGINNING OF NEWSPAPERS IN INDIAN LANGUAGES

Language press in India

We have seen the cultural awakening and freedom movement that led to the growth of language newspapers. Newspapers in India can broadly be classified into two groups - English newspapers and language newspapers. As the name indicates, English newspapers are published in English language. They are mainly published from big cities and towns. Whereas language newspapers are published in different Indian languages. Unlike the English papers, these are available even in the interior villages of the country. Thus they have a major role in formulating public opinion across our country.

Definition of Language Newspapers

By language newspapers, we mean newspapers published in different languages spoken in the country. They are also called regional newspapers. In India, language papers are published in more than 100 languages. But the main papers are published in 16 principal languages. Language papers vary from English papers in their style, presentation and approach.

Differences between English Newspapers and Language Newspapers

- a) English papers are published in one language only i.e. English, whereas language papers are published in different languages.
- b) English papers are mostly concentrated in big cities and major towns. Language Papers are circulated all over the country.
- c) English newspapers cater mainly to the well-educated, middle class, upper middle class and higher income groups. Language papers are read by even lower middle class and even those below that.
- d) English dailies have less penetration in the rural public whereas language dailies have more penetration in the rural areas.
- e) English papers follow the British tradition while the language papers have evolved their own style and methods.
- f) More money is generated from advertisements in English papers as they circulate amongst people with better purchasing power. Language papers do not get the same amount of revenue from advertisements.
- g) English papers are more colourful and flamboyant. Language papers adopt a simple style.

Growth of Language Newspapers in India

At the time when India became independent, the country had only 3533 publications. Among them 330 were daily newspapers and 3203 were periodicals. After 50 years, there has been a 12 fold increase in the number of publications. In 1997, according to the data published by the Registrar of News Papers of India, there were 41705 publications among which the number of newspapers was 4719. In 2006, this has gone up to 45600 publications, in which 5600 are newspapers. At present, India has 398 major newspapers with an overall circulation of 30,772,000 copies.

India has the world's largest newspaper market after China. While news papers are struggling in Europe and USA, in India and China there is a boom. It is interesting to note that the world's three top countries in newspaper circulation are China with 98.70 million copies, India with 88.90 million copies and Japan with 69.10 million.

Growth of newspapers is calculated in two ways, one is by circulation and the other is by readership. One copy of a newspaper may be read by several people. If a family subscribes to a newspaper it is likely to be read by four or six members. So if a newspaper has a circulation of one lakh, its readership may be four or five lakhs. A close study of newspaper readership in India shows that there are more readers for language newspapers. This is mainly because English newspapers are confined to cities and towns whereas language newspapers are widely circulated in the rural areas.

Reasons for Newspaper Boom

India is one of the fastest growing media markets in the world. It is not only newspapers but other media forms which are also growing at a fast pace like radio, television channels and internet. Let us now look into some factors that have contributed to this boom of newspapers in India.

- a) *Rise in literacy rate:* There is a steady rise in the literacy rates in all the states of our country. More and more people are being initiated into the world of reading and writing. They gradually learn to read newspapers and periodicals. Robin Jeffrey who made elaborate studies about the newspaper revolution in India says that the fastest growth rates in newspaper circulation were in states which showed the strongest growth rates of literacy.
- b) *Expansion of the middle class:* As the Indian middle class expands; it leads to an increase in the circulation of newspapers. When a household makes economic and educational progress, they consider it as a status symbol to subscribe to a newspaper.
- c) *Untapped market:* India still has an estimated 350 million people who can read and write but do not buy any newspaper. So there is a vast segment that is still untapped as far as newspaper circulation is considered. More and more newspapers are trying to woo this section.
- d) *Education of women:* It is often said that if you educate a woman you are educating the next generation. In India women are getting more and more educated and this in turn leads to education of children. Awareness also increases along with this. It contributes a lot to the growth of readership.
- e) *Technological advancement:* In earlier days, starting a newspaper publication or establishment of a new edition was a costly affair. As technology has improved, it became easier for

newspapers to start new editions. This has led to an expansion of newspapers even into small cities and towns.

- f) *Better purchasing power*: Improvement in the purchasing power of the common man is another factor which helped in the growth of newspapers. Coupled with this, newspapers also started reducing their prices. So it became affordable for the common man.
- g) *Aggressive marketing*: Newspapers and periodicals are adopting aggressive marketing strategies to attract more readers. They offer various schemes with gifts to attract subscribers. They also offer concessions for long term subscriptions. All these have resulted in an increase of newspaper sales.
- h) *Political awareness*: As people become more and more aware about political developments, they show interest in reading newspapers. In India, sections of people who had earlier not shown much interest in political activities are now realizing their rights as citizens and are becoming more vigilant about their social responsibilities.

Growth of Language Newspapers

The reasons for the growth of newspapers in India that we have studied so far are equally applicable for the growth of language newspapers. But there are some other factors that helped the rise of the latter. During the early days, the language press was looked down upon as 'vernacular dailies' by the English press but with the rise and emergence of language media as a major force this impression has changed.

Indian economy is basically a rural economy. More than 60 per cent of our population lives in the rural areas. According to a survey by National Sample Survey Organisation, more than 16 crore households live in the rural areas. A paradigm shift has been visible in the rural population over the past 50 or 60 years. Indian farmers, who were classified as born in debt, live in debt and die in debt, have become one of the most influential consumer groups in society now. Their income levels have increased and along with that, tastes and preferences have also shown changes. This advancement of the rural mass has resulted in the growth of language newspapers.

A marked change in the coverage of local news by newspapers is another reason for the growth of language newspapers. Earlier national and international news dominated the Indian press. But the experiment by some newspapers, especially in the southern states, of covering local news with prominence gave a big boost to their circulation. Newspapers from other parts soon copied this. Newspapers started covering issues that were concerned with the ordinary people. The rural people found that there is a medium to express their grievances and aspirations. Starting of multiple editions was another factor that resulted in the growth of the language press. Earlier newspapers were confined to state capital cities only. But as more and more potential readers emerged from other areas, newspaper owners started editions from even district centres. Thus multiple editions of newspapers were brought out. The boom in advertising also helped in the growth of the language press. The rural mass turned out to be the biggest market for any product. For attracting them, advertisers were forced to give advertisements in local papers. This in turn resulted in an increase of revenue for the language press.

Studies about the press in India

The newspaper revolution in India has always been a subject for study by researchers and different agencies working in the field. Most of the studies are done on two different periods, colonial period and after independence. Some studies further divide this into pre-emergency period and post-emergency period. The Registrar of Newspapers of India (RNI), the National Readership Council of India (NRCI) and the Audit Bureau of Circulation (ABC) are some of the organizations which regularly conduct studies on newspapers in India. They do it as an annual exercise and publish reports. The Government of India appointed two press commissions and they have also submitted reports on the Indian media. Apart from this, researchers and authors have done extensive studies on the newspaper revolution in India and published books. Robin Jeffrey in his book, "India's Newspaper Revolution" published in 2000 deals elaborately about the various aspects of the Indian press. "A History of Press in India" by S. Natarajan, "Journalism in Modern India" by Ronald E Wolseley, "Newspaper Circulations in India, 1998-2000" by Naresh Khanna and "Journalism and Politics" by M. Chalapathi Rau are some of the other books worth mentioning. Sevanti Ninan has written a book on the growth of the Hindi Press, called "Headlines from the Heartland". Some veteran journalists have also written articles on the growth of the Indian media.

Diversity of the Language press

During the Independence struggle and after, the Indian newspapers had flourished and expanded, gaining wider circulation and extensive readership. Compared to many other developing countries, the growth of the Indian Press has been impressive. Apart from English language, newspapers are published in India in more than 100 languages though only 22 main languages are listed in the Eight Schedule of the Constitution.

The Registrar of Newspapers for India, in their annual report on 2006, observes:- "In a democratic set-up, it is important that all the citizens have the right to information. The news regarding the happenings within and outside the country has to be disseminated to the people. In the past, the print media shouldered the responsibility of disseminating the news. But, today with the growth of information technology, audio and visual media are in the field with instant and wide coverage. We thought that the advent of information technology would affect the print media. But, it didn't happen; statistics also shows that no technology can beat the print media, which always finds its own level. "The print media has responded to the new changes and challenges with its modernization. They have accepted the information technology, which resulted in better coverage with greater speed and affordable price. The readership of newspapers is also growing. The statistics also shows that the people prefer their regional language newspapers and that is why the regional newspapers are venturing out to bring editions from other cities where there is a sizeable population of the respective language."

The publishers, under Section 19D of the Press and Registration of Books Act, 1867, are required to submit annual statements to the Registrar of Newspapers for India. These annual statements are the principal source of data for compilation of this report. All publishers do not submit their annual statements. Hence, the report by the RNI cannot be taken as comprehensive. It can give only a broad overview on the general trend of the Indian press based on the number and circulation of the newspapers.

Early Growth period of Language Newspapers

According to Naresh Khanna, who studied about the trends in circulation of regional language papers, four languages showed the fastest growth between 1998 and 2000. They are Malayalam, Bengali, Hindi and Marathi. During the same period, newspapers in seven languages showed either stagnation or decline. They are Telugu, Urdu, Tamil, Oriya and Kannada. Malayala Manorama, a language daily in Malayalam, which was started in 1890, became the largest circulated daily in India by 1980s. Malayala Manorama continued to remain in that position for more than a decade. Ananda Bazar Patrika in Bengal continued as the largest circulated newspaper published from one centre, Kolkata. But when the Hindi newspapers started expanding in a big way, they surpassed all other language papers in circulation.

Today Dainik Jagaran and Dainik Bhaskar are the two largest circulated dailies with a readership of more than 20 million. Most language newspapers have shown remarkable recoveries in circulation in the late 1990s. The National Readership Survey of 2006 revealed that newspaper readership in rural areas has grown so fast that it paralleled the readership in urban areas. The Report says: "As a proportion, however, press reach has stabilized in urban India at 45%. Thereach in rural India has also stayed the same at 19%, needless to say, on a much larger population base. The number of readers in rural India (110 million) is now roughly equal to that in urban India (112 million)."

Recent Trends

The annual report of RNI for 2005-06 gives a clear picture of the latest trend in newspaper circulation. "During 2005-06, 2074 new newspapers were registered. Four newspapers ceased publication. As on 31st March 2006, there were 62,483 registered newspaper on record as against 60,413 at the end of March 2005. The total circulation of newspapers increased from 15, 67, 19,209 copies in 2004-05 to 18, 07, 38,611 copies in 2005-06. The number of newspapers submitting annual statements also increased to 8512 from 7225 during the year.

As per the data from Annual Statements received, the highest number of newspapers were published in Hindi (4131), followed by English (864), Gujarati (775), Urdu (463) Bengali (445), and Marathi (328). In circulation, Hindi newspapers continued to lead with 7,66,98,490 copies followed by English with 3,41,06,816 copies. Gujarati Press with 98, 44,710 copies came third. Urdu and Malayalam language press closely followed with 92, 17,892 and 82, 06,227 copies respectively. Among language dailies, Hindi led with 942 Newspapers followed by 201 in English. The languages that published more than 100 daily newspapers were - Urdu (191), Telugu (147) Marathi (130) and Gujarati (100).

State-wise Analysis

As per the annual statements received during 2005-06, the number of dailies published in the country was 2130. Their claimed circulation figure was 8, 88, 63,048 copies, 12.93% higher than that the previous year. Hindi had 942 dailies claiming a circulation of 7, 66, 98,490 copies, while 201 English dailies claimed 3, 41, 06,816 copies. During 2005-06, the largest numbers of newspapers were published from Uttar Pradesh (1913), followed by Delhi (1133), Gujarat (817), Rajasthan (742), Maharashtra (642) and West Bengal (505). Uttar Pradesh topped in total circulation, with 3, 32, 91,882 in 2005-06, followed by Delhi with 3, 06, 03,048 copies. Maharashtra retained its third position with 2, 04,72,8281 copies. Uttar Pradesh had the largest

number of daily newspapers (384), followed by Maharashtra (206). Daily newspapers are published from all the States. However, no circulation details were made available from the Union Territory of Lakshadweep.

Dailies from Uttar Pradesh with a total circulation of 1,34,92,557 copies were at the top, followed by Maharashtra with 1,05,37,174 and Delhi 88,08,045 copies. A notable feature was that Orissa achieved the distinction of publishing newspapers in 17 major languages. Delhi and Maharashtra came next with 11, Kerala 9 and Gujarat with 6. Uttar Pradesh published the maximum number of newspapers in a single language i.e., 1608 in Hindi. Other states with notable number of language newspapers were Rajasthan 701 in Hindi, Delhi 594 in Hindi, Gujarat 741 in Gujarati, West Bengal 389 in Bengali, Madhya Pradesh 466 in Hindi and Maharashtra 312 in Marathi. It was also noticed that regional language newspapers were leading both in number and circulation in all major States.

CIRCULATION AND READERSHIP LEVELS

Which is the newspaper you are subscribing in your house? Is it an English newspaper or a language newspaper? How many people read the newspaper in your house? Have you observed that one copy of a newspaper which is reaching your house is read by more than two or three people? In some houses, it may be read by even five or six people. You may also find that your neighbours also read the same paper. Have you ever visited a library? There you will find one newspaper being read by several people. You have to learn two aspects from this. One is the subscription or circulation of a newspaper. The second one is its readership. You must know that even if only one copy of a newspaper is subscribed in a house, it may be read by many people. Therefore, a newspaper having one lakh circulation may actually be read by about five lakh people.

Let us see how the circulation and readership of a newspaper is calculated? In India there are two primary institutions which maintain a record of circulation and readership of newspapers. Let us list them. 1. The Registrar of News Papers for India (RNI). 2. The Audit Bureau of Circulation (ABC).

□ *The Registrar of Newspapers of India (RNI)*: The government of India established the RNI in 1956 on the recommendation of the first Press Commission. The RNI oversees the activities of the press in India. They annually publish Press in India reports which give an idea of circulation as well as readership figures. As per the advertisement policy of the government of India for the release of government advertisements, a newspaper should have a minimum circulation of 2000 copies. RNI has a website <http://rni.nic.in> from where all details are easily accessible.

□ *The Audit Bureau of Circulation (ABC)*: It is not a government organization. It was established in 1948 by the association of publishers and advertisers. The Audit Bureau of Circulation has established the National Readership Studies Council (NRSC) which is constituted by the Advertising Association of India, ABC and Indian News Paper Society. They conduct readership surveys of newspapers and weeklies in India every six months.

ABC has a website www.auditbureau.org.

□ National Readership Studies Council (NRSC) also has a website www.nrsc.in *Activity 8.1*
Go through the websites of RNI, ABC and NRSC and find out the ten largest circulated newspapers in the country. You may also find out ten newspapers with the largest readership as well as the ten largest circulated weeklies in the country. Prepare a chart with all these details for future reference.

Some unhealthy Trends

Though growth of language newspapers is a welcome sign there are also some areas of concern. This is because intense and fierce competition often results in unhealthy practices. One such practice is predatory price wars. One Newspaper reduces the price resulting in an increase of its circulation. But this will soon be retaliated by further price cut by rival papers. One good outcome about this price war is that readers benefit by reduced prices, but small and medium newspapers suffer because they cannot afford to have price cuts to increase circulation. Excessive dependence on advertisement revenue is also not good for newspapers.

Government advertisements account for more than 50 per cent of all advertisements in Indian papers. This monetary incentive makes newspapers to limit criticism of the government policies. Cut-throat competition is also a threat to journalistic norms and values. There are instances of media excesses and media trials, fake news operations, criminal trespassing of privacy, glamourization of criminals and mafia dons, promotion of hatred among communities and inflaming of raw emotions. Media houses also resort to mud slinging through advertisements to show that their publication is superior and the products of rivals are inferior. Media houses sometimes try to woo more subscribers by offering gifts and concession coupons.

FUTURE OF THE LANGUAGE PRESS IN INDIA

India is one of the fastest growing economies. One significant feature of this growth is the narrowing of the urban and rural divide. Globalisation also leads to this transition. The rise in literacy, more educational opportunities, growth of industry, emergence of a new middle class, modern communication systems and enhanced purchasing power, have all combined to help in the increased circulation of language papers.

Serampore Mission (1800-1845)

Serampore Mission (1800-1845) India's first Christian missionary organisation. William Carey and his two associates established this mission on 10 January 1800. The Mission started preaching the message of Jesus from two places in Hughli district. The first Catholic Church in this district was established at Bandel in 1599. About two hundred years later a Protestant Church was built in Serampore (1800). William Carey established this Church and the mission on 17 August 1761. It was through his initiative that the Baptist Missionary Society was formed.

As representative of the Society, Carey and Thomas came to Bengal for preaching Christianity. After facing some crisis during the first few months, Carey established himself at Madanabati in North Bengal. He began missionary activities by way of translating the Bible, founding schools, preaching Christianity etc. The first Christian Church was founded here. At the end of the 18th century, a few more missionaries were sent to Bengal to work in collaboration with Carey. To avoid expulsion by the English Government, they took shelter at the Danish settlement at Serampore. Carey took charge as the Treasurer here and conducted the translation work of the Bible. Marshman opted for discharging the responsibility of school administration, while Ward took the responsibility of the printing work. Fountain was entrusted with the task of establishing the library. On 24 April 1800 the Serampore Mission Church was inaugurated. Carey became the Chief

Priest of the Church, while Marshman and Ward were made Assistant Priests. This Mission was self-supportive. The cost of the missionary activities were borne by Marshman, Ward and Carey from their own earnings; Marshman from the schools, Ward from the Press and Carey from his teaching job in the Fort William College. Mission's activities relating to the preaching of the religion could not come up to their expectation because of the ban imposed upon them by the British Company Government. However, they were highly successful in such other activities as translation of the Bible, foundation of schools, and so on. The Mission acted as the forerunner in the development of Bangla Prose.

During 1812-13, the missionary activities took a new turn. There was a disastrous fire in the Serampore Mission Press in 1812. All valuable manuscripts, printed materials, papers were gutted. However, the Press was revived. The Company lifted the ban imposed upon the Missionaries in 1813. Consequently, the Mission got the opportunity to widen their sphere of activities. The Mission directly undertook the leading role in the fields of industry, literature, science, newspaper and periodicals, social reforms etc. This paved the path of renaissance in the country. In this period, the Mission opened up its branches at many places in both East and West Bengal.

The Serampore College was established on behalf of the Mission in 1818 with a view to imparting religious teaching to the local people. One of the objectives of the college was to offer secular higher education also. Hence, two different teaching courses were introduced in the college. The Mission had to face a great crisis due to the sudden demise of William Ward and Carey's eldest son, Felix in 1822-23. The flood in the river Hughli also put the Mission to problems. The Serampore College was raised to the status of a Deemed University in 1827 under the patronage of the Danish Government. In 1828 the Serampore Mission was forced to sever its connection with the Society in England, thus making it completely independent. The Mission suffered an irreparable loss when the company with whom the Mission had all its deposits became bankrupt. During this period of adversity, Carey (1834) and Marshman (1837) passed away. The mission could function for few more years, not without difficulty, and ultimately in 1845 the Serampore Mission was closed.

Serampore Mission Press (1800-1855)

Serampore Mission Press (1800-1855) Serampore ushered in a glorious era for the printing industry in the Orient through circumstantial pressure rather than having any special advantage. In 1778 the first type foundry in Bengal was established in Chinsura. Twenty-two years later Serampore saw the beginning of printing. Although in the meantime a printing press was started in Calcutta, it had produced little. Behind the establishment of this industry at Serampore two events of cardinal importance, namely the arrival of William Carey as a representative of the Baptist Missionary Society of England and the foundation of the Serampore Mission Press (1800) may be mentioned.

Carey came to Bengal to preach Christianity and to translate the Bible into Bangla. The first few months following his arrival in 1793 were a period of struggle. Afterwards he settled down at Madanabati in North Bengal. In order to print the Bangla Bible he arranged for a press, and procured paper, ink and type fonts (manufactured by Panchanan). But he could not start the printing work due to lack of a printer. In 1799 some more missionaries came to join Carey, among them a printing specialist named William Ward. The missionaries had to take asylum in the Danish Colony at Serampore to avoid expulsion by the English who were antagonistic towards them. When Carey

joined them on 10 January 1800 the serampore mission was established. The Printing Press of Serampore started to function in March under Ward's leadership.

At the initial stage Ward himself did the type-setting. The printing of 'Matthew' of the New Testament was finished by August. It was published as 'Mangal Samachar'. This is the first book ever printed in Bengali type. Soon the workload of the Mission Press increased and skilled native craftsmen were recruited. Besides the three missionaries-Ward, Felix and William Carey - one compositor, five printing workers, one worker for folding papers and one binder were taken on. In no time there was an unexpected progress of printing in Serampore. This inspired Carey and Ward to turn their attention towards the expansion of this industry. The expert type-cutter Panchanan Karmakar joined the Serampore Press and established a type-foundry. Panchanan, in collaboration with his son-in-law, Manohar, and grandson Krishnachandra, set up a huge type-cutting industry at Serampore from where books in 45 different languages were printed in 18 different type-fonts within thirty years. They were one of the greatest type-makers of the age. Panchanan also established a type-making training centre at Serampore. In the orient this is the first training centre in mechanical discipline.

The Serampore printing industry became famous all over the world in no time due to its honest dealings, the indefatigable exertions of its workers, low cost, quality printing etc. But the English company did not like the existence of such an improved printing industry outside their control. They made persistent attempts to close it down. But they could not succeed due to the protection offered by the Danish government.

Paper being the principal material of printing, the Missionaries took a leading role in its manufacture. Attempts were made to manufacture paper by indigenous methods. But the production was too low to meet the increasing demand. Hence a treadmill was founded in 1809. The missionaries used a steam engine to operate the mill. This inaugurated a new era in the process of industrialisation in the Orient.

The Serampore Mission became separate from the Baptist Mission due to internal conflicts, and it became nearly penniless when the Calcutta Bank became bankrupt (1830). The Serampore Mission Press had published 212,000 books in 45 languages between 1800 and 1832. There were very few presses in the world at that time which could boast of such an achievement.

Bombay Samachar

The ***Mumbai Samachar*** is the oldest continuously published newspaper in India. It is published in Gujarati and is one of the most trusted newspapers of Mumbai. The Bombay Samachar; Asia's oldest newspaper was first published on the first of July 1822 and comprised three small quarto sheets. 10 inches by 8 inches, and a half sheet supplement in all containing 14 pages of printed matter.

A brief description of the contents of this first issue will give an idea of what an Indian journal was in those days. The first sheet consists of advertisements, two of these being about things lost, and one about the sale of some property, all relating to Parsis. Then follows what may be called an article on "Ourselves". Then there are four columns of short paragraphs about Government and Court appointments and changes, and powers of attorney taken from the court; about the arrival and departure of ships and of Europeans from Mumbai; and a list of European deaths; as well as of

ships loading in the harbour. Six columns are given to Calcutta (now Kolkata) news taken from the Indian Gazette and the Calcutta Chronicle; one column to Madras (now Chennai) news from the Government Gazette of that city; two columns to London news, whilst a short paragraph of ten lines is devoted to news from Canton in China, given the prices of Opium. Of local Bombay news there is very little, except the short paragraph about appointments above.

A weekly till 1832, a bi-weekly till 1855 and a daily since then, it continued to grow and has gone on to become one of Western India's Premier Newspapers, well read by a large segment of Gujarati speaking people both in India and abroad. The founder, a Parsi Scholar and Priest by the name of Fardoonji Murazban was a pioneer not only of journalism in Western India but of all Gujarati printed literature. He founded the first native press in 1812 and in 1814 brought out a Gujarati Calendar, fully 6 years before the first Bengali Calendar was printed and published in Calcutta. He then went on to bring out his Newspaper, the Bombay Samachar, in 1822.

He must have started all his concerns in auspicious moments, for all, his press, his calendar and his paper exist to the present day in very good and flourishing condition. Respected by both the British and Indian Government for its fair, frank, objective and critical analysis of events the Mumbai Samachar played a very important role during India's struggle for Independence being often quoted by freedom fighters like Mahatma Gandhi, Jawaharlal Nehru, Vallabhbhai Patel and others. From its inception the Editorial policy was to objectively report events in a fair and honest manner and not to sensationalize news, sobriety and independence of views being a characteristic which still stands. Another notable feature of this paper which holds good to this day is the policy to allow numerous small advertisers to advertise their products on the front page rather than allow only one advertiser to occupy what is commonly referred to as solus position.

The paper passed through various hands before coming into the hands of the Cama Family, its present publishers in 1933. It has since grown and expanded and today can proudly lay claim to having the most modern technology available in the publishing field. Its daily print run in four colours is effortlessly carried out on full colour high speed offset presses incorporating state of the art features.

The Madras Courier

The *Madras Courier* was started in 1785 in the southern stronghold of Madras, which is now called Chennai. Richard Johnson, its founder, was a government printer. Madras got its second newspaper when, in 1791, Hugh Boyd, who was the editor of the *Courier* quit and founded the *Hurkaru*. Tragically for the paper, it ceased publication when Boyd passed away within a year of its founding.

It was only in 1795 that competitors to the *Courier* emerged with the founding of the *Madras Gazette* followed by the *India Herald*. The latter was an "unauthorised" publication, which led to the deportation of its founder Humphreys. The *Madras Courier* was designated the purveyor of official information in the Presidency.

Kannada language newspapers

Kannada language newspapers are mostly published from several major cities of southern India like Bengaluru, Manipal, Mangalore, etc. Some of the Kannada language newspapers concentrate only on providing local news, while many of them provide all types of local, national and international news catering to the need of the readers. Kannada is counted amongst the major Dravidian languages in southern India and is also considered one of the oldest languages in India. Kannada is the official state language of Karnataka and is included among the official languages of India. Kannada language newspapers have huge circulation in southern India.

The history of Kannada language newspapers dates back to the early half of the twentieth century, during the freedom movement of India. Like most of the newspapers in other languages, Kannada language newspapers also started their journey as a powerful instrument to fight against the British rule. They propagated and promoted patriotism, truth and nationalist ideals and encouraged the young Indians to try to free India from the rule of the British. Among the oldest Kannada language newspapers, Samyukta Karnataka is considered one of the prominent ones. Mohare Hanamanthraya, a renowned literary person and journalist, started the newspaper in the year 1929 and it was published by the Loka Shikshana Trust.

After India attained independence, Kannada language newspapers started to emphasise on the other important issues regarding the total development of Karnataka as well as of India. They started to cover relevant news items giving importance to the need of rural development, the upliftment of underdeveloped sections of people, the need of increasing literacy rate in the state, etc. The ownership pattern of the Kannada language newspapers also changed with time. Most of the Kannada language newspapers were run by private ownership in their initial period.

There are many Kannada language newspapers that have served the media industry significantly and have also earned significant recognition. Some of the prominent Kannada language newspapers include Hosa digantha, Kannada Prabha, Kranti Kannada Daily, Prajavani, Samyukta Karnataka, Sanjevani, Sanmarga, Udayavani, Usha Kirana, Vartha Bharathi and more. Prajavani is considered as the largest circulated Kannada newspaper in the recent years and it is the sister publication of the Deccan Herald. The Kannada language newspapers are playing an important role in disseminating valuable information about the latest happenings in and around the world.

PRESS AND THE REVOLT OF 1857-IMPACT OF REVOLT ON PRESS

Wahabi rising, rise of titu mir, faraizi movement, the santal rebellion of 1850s and the 1857 sepoy revolt were indicative of simmering discontent in India. The newspapers, instead of sympathizing with these, warned the government of the impending danger. But when the Sepoy Revolt broke out the newspapers, especially the Urdu press, were blamed for it. The Persian papers the *Durbin*, the *Sultan-ul-Akhbar* and the *Hindoo Patriot* of Calcutta published the famous proclamation of the last Mughal emperor Bahadur Shah asking the nation to prepare for a revolution. The *Samachar Sudhabarshan*, a bilingual daily in Bangla and Hindi from Calcutta, printed news and views about the progress of revolt and the atrocities of the British army, which prompted lord canning to reintroduce in 1857 the restrictive provisions of the Bengal Resolutions of 1823 to regulate the press and to restrain the circulation of printed books and papers. The *Friend of India* and the *Dacca News*, renamed later as the *Bengal Times*, were warned and the *Rangpur Bartabaha* was closed. The law was however withdrawn in 1858.

Iswar Chandra vidyasagar launched in 1858 a Bangla weekly *Som Prakash*. In 1859 the first printing press under the signboard 'Banglajantra' was set up in Dhaka from where the *Dacca Prokash* was published in 1861. The same year *The John Bull in the East* (later renamed as *The Englishman*) became the powerful spokesman of the Europeans and of the interest of planters in India. In 1865, *The Pioneer* at Allahabad earned repute for exclusive news. In 1868, the Ghosh brothers launched *Amrita Bazar Patrika* from a small village of Pulua-Magura in Jessore as a Bangla weekly (later shifted to Calcutta). In 1875, Robert Knight founded *The Statesman*. In 1879, surendranath banerjeapurchased the ownership of *Bengalee* to make it more popular. In 1881 Jogendra Nath Bose launched the widely circulated *Bangabashi*. The Bangla drama *Neel-Darpan* by Dinabandhu Mitra, published in 1872, depicted the tyranny of the European indigoplanters. The government reacted sharply by enacting in 1876 the dramatic performance act to protect the interests of the planters. *The Amrita Bazar Patrika* (Jessore) including some other local press also took up the cause of the indigo cultivators.

The Indian national congress (INC) was born in 1885. *The Statesman* and *Friend of India* and the *Amrita Bazar Patrika* lent their weight to the cause of the INC. The Anglo-Indian press, especially the *Pioneer*, discouraged the Muslims joining the Congress. S.N. Banerjee, the pillar of the Congress and the editor of the *Bengalee*, solicited the cooperation of the Muslims of Bengal, but there was no response. syed ameer ali of Bengal kept silent. Sir Syed Ahmad Khan, in Lucknow, warned that a representative government proposed by the Congress would bode evil for the Muslims. The *Pioneer* published Sir Syed's Lucknow speech. The *Aligarh Institute Gazette* implored the Congress to drop its claim of representing the nation. The *Englishman* identified Sir Syed Ahmad Khan, Nawab Abdul Luteef and Syed Ameer Ali as the true leaders of the Muslims.

Meanwhile the Viceroy Lord Dufferin dubbed the Congress as a 'microscopic minority'. The *Bangabashi*, unhappy at the taunt, the *New India* and the *Amrita Bazar Patrika*, the two pro-Congress papers, exhorted the party to avoid the nuisance of persistent begging for reforms. Dufferin's comments drew more 'sympathy' and support for the Congress even from the Muslims in the absence of any other political platform. The government perceived this shift and Syed Ameer Ali was appointed a judge.

After the Allahabad congress of the INC, a sizable section of the press, mostly the vernacular ones, supported the Congress, while those opposed it could roughly be divided into four groups. Firstly, the ultra-nationalists headed by the popular *Bangabashi* thought that the English educated Congress leaders were working under an illusion about the true character of British rule in India. Secondly, the Muslim press also opposed the Congress but was itself divided into two mutually recriminating groups, one subscribing to the Aligarh School and the other not subscribing to Sir Syed's policy of giving a carte blanche to the British. Thirdly, the Anglo-Indian press, mainly the *Pioneer*, was creating skepticism among Muslims about the intention of Hindus.

Lastly, a section of the press aimed at pleasing the authorities only. The vernacular press published news of the INC's meetings, but believed in the Irish type of agitation backed by physical force preached by Sir Syed. With this backdrop in 1878 the vernacular press act was passed to bring publishing of newspapers in the local languages of the subcontinent under better control. In 1897 Sections on treason or sedition and class hatred had been inserted into the Indian Penal Code. The criminal procedure code of 1898 relating to investigation and trial of criminal offences and forfeiture of seditious books and pamphlets was introduced. The Congress and the pro-Congress

papers protested. The role of the *Sanatan Dharma Patrika* in favour of 'suddhi' movement of Arya Samaj, *Al Hakam* of Mirza Gulam Hussain Kadiani claiming divine revelation, the *Dar-ul-Saltanat* and *Urdu Guide* of the Shiites in creating mutual recriminations between the Hanafi, Mohammadi, Wahabis and Sunni sects, and added to that the *Amrita Bazar Patrika's* remarks offending the Muslims - all these factors sent Sir Syed again to prominence among his followers who began to reassess his policies. When his Aligarh College flourished into a university, and the All India Muslim league commenced preaching isolationism and separatism, a historical basis was discovered for separatism of India.

War of Independence 1857 and the Role of Urdu and Persian Newspapers

The War of Independence, which was fought in 1857, is also said to be the beginning of a new era in the history of British India that ended in 1947. The last days of British rule in India in the words of H.V. Hodson were "the climax of a double struggle, at the same time for the national independence by Indians generally and for self-assertion by the Indian Muslims". Digging out the roots of this divide in the aftermath of the War of 1857, he points towards four main reasons that gave strength to the concept of Muslim nationalism in India: the unfavourable attitude of English ruling class towards Muslims as they regarded the Muslims the mainspring of rebellion; the increasing role of Indian (mostly Hindus) educated and commercial classes in the public life in the country; the decreasing role of Muslims as soldiers and administrators due to increasing supremacy of the British, their emancipation of the States and their later suspicious attitude towards the Muslims, and finally the neglect of modern higher education by the Muslims out of both frustration and hatred on religious and cultural grounds. According to Hodson, the transfer of power in India could have been achieved much earlier if the issue of Muslims nationalism was not there. The double struggle which Hodson has pointed out began after the War of Independence of 1857.

Causes of Revolt and Hindu-Muslim Approach to the War

In fact, a lot has been written or said about the causes of division of the Subcontinent in 1947 as well as about the revolt which took place in 1857 and which is believed to be the milestone in the beginning of a new struggle for independence. Although the War of Independence 1857 was fought shoulder to shoulder by both Hindus and Muslims of the Indian Subcontinent, it will not be realistic to undermine the existence of a void between the two at that point of time as well. This is the reason that Muslims had to pay a higher price for it later. This void kept widening with the passage of time and finally resulted in the struggle of a separate homeland for the Muslims of India. They had different reasons to confront the British rule in India and this difference of approach War of Independence 1857 and the Role of Urdu and Persian Newspapers towards the revolt was also reflected in the reporting of the War in English, Persian and Urdu Newspapers of that time. This War which is also termed as a failure, especially by the scholars of European origin, affected the course of Indian history in many ways. It paved the way for the beginning of a new era of governance in British India, ending the rule of East India Company. This most written about event of the past had many dimensions; some of them yet to be uncovered.

Dr. Mubarak Ali raises three pertinent and objective questions while exploring the motives of the War:

- i. Was it a result of curtailing the privileges of the ruling elite like nawabs and rulers of princely states or was it a peasant's rebellion against East India Company's new revenue policy? OR
- ii. A conspiracy hatched by Nana Saheb, Rani of Jhansi and Hazrat Mahal? OR
- iii. Indians were happy with the policies of the British but Muslims instigated them to revolt?

In fact, it can be said that the anti-British uprising was largely confined to upper India and was fuelled by a number of reasons: the grief of the Indian sepoys; the anger of princes and princesses dispossessed by the British; and the resentment of the upper classes and castes at being treated by the British in law courts at par with lower class Indians, are cited as some of the major causes. The objective analysis and interpretation of the above mentioned probabilities needs a detailed argument and deliberation but it is a fact that War did not engulf the whole of India. Although its fallout was widespread but basically it was fought in three areas; Delhi and adjoining areas, Agra, Oudh and Central India. It started from Meerut on 10th May 1857, engulfed Delhi on 11th, Luknow on 30th May and Banaras and Kanpur on 4th June 1857.

Moreover, one must not forget the fact that this War was not an immediate result of a mass movement rather it was a revolt of the soldiers serving in the Indian army. Truly speaking this War was not only an overt expression of dissent against foreign rule, but at the same time this was also a clash of different economic, financial, administrative, legal, educational and, warfare systems. There were multiple causes of this revolt other than the one that is often stated as the major cause — the case of the new Enfield rifles — by the scholars and historians of British origin. Other causes include Lord Dalhousie's new policy regarding the services of the sepoys according to which the sepoys of Bengal army were being paid less than their counterparts in the army of Bombay and Madras; and the annexation of Indian States especially the state of Oudh from where at least 75,000 troops of Bengal Army were recruited. This annexation was instrumental in disaffecting the Bengal Army against the Company. Contrary to this and besides very potent economic reasons, for a section of Indians, especially Muslims, there was a strong desire for Muslim rule over Christian- British rule. They wanted to bring back the Mughal rule through Bahadur Shah Zafar, the last Mughal emperor. In this way pressure kept mounting against Company's colonialism from all sides: educated and uneducated, Indian and English educated, professional and the working class, Hindu and the Muslims. Finally this combined force erupted and took the shape of the War of Independence.

The main focus of this research is to analyze the role of Urdu and Persian newspapers during the War of Independence in qualitative and quantitative terms through content analysis, so that a link may be established between the Muslim's stance during the War and the role of Urdu and Persian newspapers, as former were supposed to be the spokesmen of Muslim sentiment during the War. This dimension of the War seems even more significant when War of Independence 1857 and the Role of Urdu and Persian Newspapers-it is combined with the fact that Urdu press was completely wiped out from Delhi and Lukhnow after the War.

The 1857 Saga and the Press

Although, the War of Independence 1857 is considered to be the most written about event of the world history, but still many of its dimensions seem to be enveloped in confusion and elusiveness and the role of the press is one of them. The enforcement of the Gagging Act of 1857 is a testimony to the significance of press during the War in the eyes of the rulers, which made it necessary for the newspapers to obtain license for printing⁷. In fact till May 1857 there was no change in the laws governing the newspapers in India.

When the War broke out in May 1857, the Indian press had no less than, 75 years old tradition. Apart from English language press, which was largely patronized by the British ruling class and yet was confined to the elite of Indian society, a number of Persian, Urdu, Bengali and other vernacular papers have had their roots in the society as a whole. This press may be classified into four categories.

1. English and vernacular press that enjoyed full support and patronage of East India Company, their officers and other English citizens, and was playing its role accordingly. *Jām-i Jahān Numa*, *Fawā'id al-NaDrīn*, *Qirān al-Sa'adāyn*, *Kōh-i Nūr*, *Øadar al-Akhhbār*, *Kurrachi Advertiser*, *Lahore Chronicle* and *The Panjabee* are only a few to mention.⁸
2. Those English, Bengali, Persian and other language newspapers, which were founded by educated Indians, like Raja Ram Mohan Rai, Dawarka Nath Tegore, Hari Dutt and many others. Their reformist press was different from that of Delhi and adjoining areas. These nationalist Indians used their press with a complete understanding of the changing political economic and cultural environment with major focus on development of society and the people.
1. There were some Urdu newspapers that were supported by the rulers and Nawabs of Indian States, mostly to please the newspaper owners or to make use of them for achieving certain goals. For example, Raja of Nepal supported *Banaras Gazette*. *MaDhar al-Surūr* of Bharat Pur, *Gawaliar Gazette* and *Bāgh-o-Bahār*, Banaras come in this category. Those Urdu and Persian newspapers which were coming out from the areas where war actually broke out, like Delhi and adjoining areas, Lukhnow, Agra and Banaras. An analysis of the available contents of these newspapers especially of the period when war was being fought can provide some insight about the role of Urdu and Persian newspapers in motivating Muslims of India to revolt against the external power and restore Muslim rule legacy in the Indian Subcontinent.

Before embarking upon the analysis of role and significance of the press during the war it is pertinent to have an understanding of the then government press relations and the relevant laws to govern the press during the 19th century.

The 19th Century Press and Company's Policies

In the press history of India, the first fifty years of 19th Century are quite significant due to many reasons, especially in the context of 1857 revolt. A brief chronology can provide the changing relationship between rulers and the press. It will be interesting to note that the beginning of 19th century in the Subcontinent was marked by issuance of fresh directives for the conduct of

newspapers through Governor General's advisory council. Issued on 22nd May 1801, through this order, newspaper owners and editors were warned and directed to get their newspapers content checked by the Chief Secretary or Secretary Public Department prior to publication in the newspapers.

Other important events related to the growth of the press were:

Vernacular press founded in the Subcontinent, to represent the sentiments of the masses. The growth of the press in the first twenty years remained slow due to strict control on the press.

War of Independence 1857 and the Role of Urdu and Persian Newspapers

From 1801-1818 new restrictions were imposed on press, as many as five times in seventeen years period. John Adam as head of the Censor Department had a very harsh attitude towards the press. In 1813 Lord Hastings, the new Governor General, restored some liberties for the press. In 1818, he abolished the Censor Department and many newspapers came out during this year. The second decade of 19th century witnessed the beginning of newspapers in Indian languages. Christian Missions and Bengali Hindus brought out these newspapers. Baptist Mission of Seeram Pur took the lead and during 1816-1830 brought out five Bengali papers and one each in Persian and Hindi. Motivated by the efforts of Baptists Mission, educated Bengali Hindus entered into the field of journalism. The most significant among them were, Balganga Dhar Tilak, Raja Ram Mohan Rai and Hari Dat. Being frustrated by the consequences of the battles of Plassey and Buxar, the Bengali Muslims remained distant from both modern education and the press. The only newspaper from Bengal was *Samachar Sabhara Jandra*, which was brought out by a Muslim Sheikh Aleemuddin from Calcutta in 1831.

In 1823, Lord Hastings resigned as Governor General, and former Censor Officer, Mr. Adam, assumed the temporary charge of the office. Within a short period of time he enforced the first Press Ordinance in December 1823 for the newspapers, books and printing presses. According to the new law, acquiring license was made mandatory for printing of newspaper & books and for operating printing presses. This law, which was initially enforced in Bengal Presidency, was aimed at limiting the press freedom to a great extent. The same law was challenged in the court and two appeals were filed. Raja Ram Mohan Rai was one of the appellants. Both appeals were dismissed and in protest Raja Ram Mohan Rai closed down all three of his newspapers.

On 30th December 1825, another order was issued from London that prohibited all members of legislative council, all civil and army officers or any government officials including priests to have any relationship with newspapers and magazines. They were also barred from writing in any such publication. The order was enforced in Bengal, Madras and Bombay at the same time.

- In January 1827 government of Bombay also enforced similar restrictions for the newspapers, which were enforced in Bengal presidency by John Adam four years ago. These restrictions were also applicable on other publications and printing presses.
- Year 1828 was the harbinger of luck for the newspapers in India because Lord Bentinck, who was a great supporter of press freedom, was appointed as Governor General of India. A new era for the growth of public opinion in India started, Raja Ram Mohan Rai once again entered in the field of journalism with new zeal and enthusiasm. Along with Bengali newspapers, bilingual press came into being. Bombay did not lag behind, in the year 1831,

ten English newspapers were coming out from Bombay, and Marathi language press was also started in this period.

- In August 1835, Governor General Charles Metcalf enforced a new law, which lifted many restrictions and introduced declaration instead of license. Metcalf had to pay the price and Lord Auckland was appointed as the new Governor General of India. He maintained a balanced policy and consequently the number of daily and weekly newspapers was increased substantially.

This chronology of events and subsequent legislation can provide us an insight of the environment in which the vernacular press was to be born, gain momentum and play a role in the historic events to be unfolded in the years to come.

The Uprising and Onslaught of Communication Technology

While determining a causal relationship between the War of Independence and the role of media (only print at that point of time) it would not be irrelevant to mention the power of communication technology in subverting the same. Major General Sir Henry Bernard, commander of forces at Umbala, 130 miles north of Delhi was the first senior officer in a position to react to the revolt because he had managed to receive a telegraphic message on the afternoon of 11th May from Meerut via Delhi.¹⁶ Aitzaz Ahsan pointed to this aspect by saying:

It was said later that the telegraph saved the British Raj in India. Even as Meerut was burning, ‘and although the line [from Meerut and to Agra] had remained opened long enough for the postmaster’s sister to send a message to her aunt telling her not to pay a proposed visit to Meerut as sepoys had risen in revolt, when the second official telegram was dispatched to Agra the line was cut after the transmission of the opening sentence.’

Mr. Shuja Nawaz in his recent work has also hinted in the same direction when he mentioned the spread of mutiny in a very short span of time and maintained that it was only due to the fact that 4,044 miles of telegraph cable had been strung up in India. The fact of the matter is that even then the most lethal power was the command and control of communication technology which is still valid in today’s globalizing world.

The War and the British Fear of Native Press

Generally speaking the role of vernacular newspapers in United India can be described in two phases; before the War of Independence and after it. Prior to the War all reformist movements of India were less political and more social in character and these movements were supported by the newspapers like those of Raja Ram Mohan Rai. The course of vernacular Indian press had changed drastically due to the events which took place in the country before, during and after the War. It turned more political and radical after the War of Independence.¹⁹ Consequently political associations were formed by educated Indians in the Presidency cities of Calcutta, Madras and Bombay. With the formation of political associations Indian-owned newspapers sprang up in various parts of the country in different vernacular languages and in English; also termed ‘Native Press’ by the British. Newspapers published in Indian languages reflected and strengthened popular sentiment. In a report prepared by Rev. Long for the government in 1859, he wrote, The opinions of

the native press may often be regarded as the safety valve which gives warning of the danger. Thus had the Delhi native newspapers of January 1857 been consulted by the European functionaries, they would have seen in them how the natives were ripe for revolt, and were expecting aid from Persia and Russia.

In fact, the British authorities were not totally ignorant of the role of native press in support of the revolt. This realization is further testified with the enforcement of new press law just after one month of breaking out of war.

Enforcement of the Gagging Act 1857

Promulgated by the Governor General Lord Canning on 13th June 1857, a new press regulation was imposed in whole of the India as an immediate result of the 1857 uprising. According to the new law, the Adam regulations of 1823 were enforced on the press throughout the country. The Governor of Bombay Lord Elphinstone supported the statement of Sir Thomas Monroe which said,

Free press and domination of strangers are things which are quite incompatible and which cannot long exist together.... our Government in the country can never be a popular government in any sense of the term... if the unrestricted liberty of the press is incompatible with this form of the government, and with the continuance of our rule in this country, it must be curtailed.

On one hand the government of East India Company was determined to curtail the press freedom to make the native rebellious press toe the official line, on the other, the Anglo-Indian press started campaigning against the Muslims and demanded their literal extermination and exclusion from all government posts. The Gagging Act was also supported by the Anglo-Indian papers like, *The Panjabee* and *Lahore Chronicle* from Lahore and *Sindian* and *Sind Kossid* from Karachi.

Another evidence to testify the power of the vernacular press to support the revolt and the British fear about it, comes from an official circular no. 1341 of 1857 issued from the office of H.L. Anderson, Secretary, Government of Bombay, to the Commissioner of Sind on 18th August 1857 which says, Sir, I am directed by the right honourable the governor in council to request that you will have to warn the editors of all native newspapers published within the limits of your charge not to make any statement in their columns in the subject of alleged mutineers in the Bombay army without the permission of the Government.

In February 1857, another Anglo-Indian newspaper *The Mofussilite* from Agra demanded censorship for the native newspapers. Similarly, *Lahore Chronicle* made Indian Muslims its main target: Now there is no doubt about the fact that the conspiracies of the Muslims were at the bottom of revolt and they deserve to be severely punished, since so long as there are Muslims they neither can nor will change their opinions.

Thus the British rulers had to make use of all three weapons to curtail the power of native newspaper as a means to suppress and control the magnitude of the War; the legislative, the executive and the Anglo-Indian, favoured, favourite and tamed press.

War of Independence & the landscape of Urdu and Persian Press

This fact cannot be denied that Urdu language press in the Subcontinent was born in the hands of the colonial rulers, but at the same time it had rebellious sentiments in its roots right from the beginning. The first phase of Urdu press in the Subcontinent is spread over a period of twenty years from 1837 to 1857. *Jām-i Jahān Numa*, the first Urdu newspaper of Subcontinent had marked the press history during 1822-23, but it did not continue as Urdu paper for long and was converted into Persian very soon. In Northern India, Urdu press grew after 1840. According to Dr. Tahir Masood the period from 1844 onward witnessed the fast growth of Urdu press, while during 1851 to 1856, it remained fastest. In this period newspapers were brought out from 29 cities of India, but main centres were Delhi, Agra, Madras, Lahore, Lukhnow, Banaras and Bombay. In other words all those areas where freedom battle was fought also happened to be the main centres of Urdu journalism, and hence this fact may help us in developing a causal relationship between the two. According to one source, the Urdu press of India, before the War of Independence, was consisted of 103 newspapers including printing presses, while another research scholar of recent times, Dr. Tahir Masood, has listed some 122 Urdu newspapers, from all over India prior to 1857 uprising.²⁷ For this analysis some of these papers have been selected, which played significant role during the War. These newspapers not only fought this battle side by side with the rebels but they reflected the inner unrest prior to the War. These fearless and bold communicators of public sentiments were few in number, had little circulations but were very clear about their objectives and thus enjoyed a high penetration and widespread access. The most prominent among these freedom fighters were, *Dillī Urdū Akhbār*, *Øadiq al-Akhabār*, Delhi, *Øilism-i Lukhnow*, *Sahr-i Samrī*, Lukhnow, *×Abib al-Akhabār*, Badayun, *Umdat al-Akhabār*, Baraili and *Akhabār-i MurtaØaī*, Peshawar in Urdu language and *Sirāj al-Akhabār* Delhi, *Sullān al-Akhabār*, *Dūrbīn* and *Gulshan-i Naubahār*, Calcutta in Persian²⁸. The newspapers published in Urdu and Persian reflected and strengthened the public sentiment against the foreign rule. According to Jagdish Chattervedi, It was in 1857 itself that *Payam-i-Azadi* started publication in Hindi and Urdu, calling upon the people to fight against the British. The paper was soon confiscated and anyone found with a copy of the paper was prosecuted for sedition... two newspapers in Urdu and Persian respectively, *Doorbeen* and *Sultan-ul-Akhabār*, faced trial in 1857 for having published a firman by Bahadur Shah Zafar urging the people to drive the British out of India.

The onslaught continued, Mr. J. Natrajan in his famous work on the history of Indian press, documented on the basis of government records, declares that as the revolution broke out all the newspapers of north-western provinces stopped publication. He further elaborates that in 1853 the number of Urdu newspapers was thirty-five which, in 1858, came down to only twelve, out of which there were six old and six new newspapers; and out of these twelve, the editor of only one newspaper was a Muslim.³⁰ The spirit of leadership inspired by the Urdu press was severely criticized by Garsan Datasi, he wrote:

On the occasion of distribution of these ill-omened cartridges, Indian papers which were already showing readiness in spreading dissatisfaction took advantage of unlimited freedom and incited Indian people to refuse to handle these cartridges and persuaded them that by playing this trick the English wanted to convert Indians to Christianity. The policies adopted by the British regarding the native or vernacular press as the fallout of the revolt, are indicative of the fear of the then rulers from its capability to turn the course of events against them. This can be seen as an endorsement of the penetration of this press at the mass level.

Reporting the War: Some Reflections from Urdu and Persian Newspapers

Dillī Urdū Akhbār of Moulvi Mohammad Baqar, who was sentenced to death by the British rulers on charges of supporting the mutiny, is said to play the most courageous role during the War. This newspaper, that earlier had a very careful tone, seemed completely changed once the revolt started. The text of the paper that contained the news of revolt began with the verses of Holy Qurān, the editor declared: The mighty rulers whose strength, rule and administration, could not even imagine of the downfall, it did happen in the blink of an eye ... Most of the people still think whether this all has happened or they are still in a state of dream.

In the subsequent text the editor gave an objective eyewitness account of the events that took place on 11th May 1857 in Delhi. The paper continued to publish the contents that reflected different dimensions of the revolt; these contents were filled with anti-English sentiments. In the subsequent editions the paper kept on providing the details of the events, especially the edition of 17th May 1857. Attique Siddiqui has reproduced the full text of that paper. Following are the extracts of the news items published in the issue of 24th May:

Kol: It has been heard that four companies of Kol appeared before the king after disgracing the English, killing every Englishman they came across and allowed the people to loot the treasury and the public looted it thoroughly and everyone grabbed what he would catch hold of.

Lucknow: It is reported that in Lucknow Englishman suffered the way they feared. It is also rumoured that the brother of the deposed king who was known to be mad has occupied the throne and the state is being ruled in his name. Maulvi Mohammad Baqir had to pay very heavy price of his courage, his son veteran Urdu writer and poet Moulana Mohammad Hussain Azad and his family suffered a lot, their property was confiscated and was forced to leave Delhi.

Øadiq al-Akhhbār is another prominent newspaper which took active part in motivating the people to revolt against English rule and which openly conveyed the sentiments of the rebellions to the masses. In the beginning of year 1857 Indian newspapers in general and Urdu newspapers in particular, gave lot of coverage to news stories of Briton-Iran War. The coverage of events was highly anti-Briton. *Øadiq al-Akhhbār* also published such stories in large number. Jamiluddin Khan Hijr, editor of *Øadiq al-Akhhbār* and his newspaper were extensively quoted during the trial of last Moughal emperor Bahadur Shah Zafar. The recorded account of the trial also provides details about this paper through cross-examination of an official witness Chunni Lal. According to his version *Øadiq al-Akhhbār* was an anti government paper which had a circulation of two hundred copies and was popular among all sections of society. *Øadiq al-Akhhbār* while supporting the revolt also published fatwa of 35 Ulema in which fight against British was openly declared as Jihad. After the War of Independence the editor of *Øadiq al-Akhhbār*, Jamiluddin Khan, was arrested on charges of misreporting against the Government and was sentenced to jail for three years. The paper was started in 1954 as Persian newspaper but switched over to Urdu after two years.

Ùilism-i Lukhnaw started in 1856 by Maulvi Yaqub Ansari as an Urdu weekly from Lukhnow almost after five months of forcible annexation of the state of Oudh. The contents of the paper were filled with the anti-Briton sentiments. Although its life was only eleven months but due to its bold

content and courageous criticism of the British rulers, the paper acquired a respectable position among the contemporaries. The policy of newspaper was a reflection of courage and boldness. The paper truly mirrored and heavily criticized the deteriorating circumstances of the state of Oudh after coming under the British administration. Maulvi Ahmadullah Shah was a hero of the War of Independence, who was known for his rebellious activities even before the War. *Ùilism-e Lukhnav* reported his arrival in Lukhnow in these words:

Ahmadullah Shah who is stationed in Ghisyari Mandi, speaks whatever he wants, very bold person, always surrounded by people, strives orally when news reached to officials, they decided to avenge. In the edition of 1st May 1857, the paper pointed towards the beginning of revolt and its reasons. On one hand it kept depicting the increasing uprising in the country on the other it used to describe the power and strength of China and Iran as compared to that of Briton. The paper was forced to close down after the War.

Sullān al-Akhhbār was brought out by Rajab Ali Lukhnavi in 1835 as a Persian weekly from Calcutta. Almost all the newspapers from Bengal took an entirely different position during the War of Independence from that of the papers from Delhi or adjoining areas. Distinctively, *Sullān al-Akhhbār* was one of the few newspapers that carried the text of Delhi proclamation in its edition of 10th June 1857. The paper was also known for its bold criticism on policies of East India Company. In an era when news sources were very limited, this paper regularly covered the important events from all over India. *Sullān al-Akhhbār* also took a clear position on the murder case of William Frazier, the resident of Delhi, in which Nawab of Lohore was implicated. The paper published the proceedings of the case, even refused to accept the verdict of court and termed the death sentence of Nawab Shamsuddin as murder. The paper continued till 1862. After the War of Independence, many newspapers were implicated in criminal cases on charges of publishing seditious material; *Sullān al-Akhhbār* was also one of them.

Sirāj al-Akhhbār, this paper was court gazette of Mughal ruler Bahadur Shah Zafar. Initially it was brought out as hand written diary of the court and in 1841 it took the printed shape. A spokesman of the Mughal court published detailed account of the events of 11th May in the form of a comprehensive report. With the failure of the War of Independence, this paper also ceased to exist. We can find its references in the trial proceedings of Bahadur Shah Zafar.

Gulshan-i Naubahār started publishing in 1851 under the editorship of Abdul Qadir. This paper just like its contemporary *Sullān al-Akhhbār* used to write against policies of East India Company without fear of subjugation. Consequently, this newspaper was also subjected to revenge of the British rulers, its printing press was confiscated and the paper was forced to close down after the War. The main reason of this persecution was the publication of severe criticism on Company's annexation policies.

In fact the Persian and Urdu newspapers of that era played a vital role in creating and forming anti-British public opinion, even prior to the War. When the war finally broke out, their tone became even bitter against the policies of the East India Company and expression of dissent and discontent became louder. The content of almost all the Persian newspapers are found to be filled with disclosures of the ruler's wrongdoings. *Mah'alam Afroz*, War of Independence 1857 and the Role

of Urdu and Persian Newspapers. *Ālsan al-Akhhbār* and *A'inah-i Sikandri* are the few other newspapers of this cadre. Consequently, these had to pay very heavy prices in the form of forcible closures, trials and punitive action even life sentences.

Conclusion

This brief account of the contents of some important Urdu and Persian newspapers and of their coverage of the War of Independence 1857, at least clarifies some ambiguities related to the role of Urdu and Persian newspapers during, before and after the War. The overview of the papers from January to September 1857, clearly indicates that sudden break out of the War was not so sudden, rather things had started turning towards that end earlier and Urdu and Persian press was very well aware of this uprising which was clearly reflected in the tone of Urdu as well as Persian newspapers coming out of the areas where this War was actually fought. Though few in numbers, they had a great role to their credit in sowing and ripping the seeds of revolt in the masses, and finally translating the same into action. The 1857 revolt is often named as First War of Independence and described as the joint effort of all the natives of India against foreign colonial rule. But the dilemma here is then why Muslims of India had to pay a much higher price of this dissent? The answer besides other factors also lies in the type of leadership both communities were influenced with; Urdu press in the middle of 19th century had acquired a nationwide growth and status, but in terms of standard and impact it lagged far behind the English and Bengali press. The Urdu and some of the Persian papers played a vital role in sensitizing public against the British policies and rule in India but without logical understanding of the changing times. At that time the Muslim empire of Mughals in India was already wounded with internal conflicts and had practically lost grip over the affairs. Indian States, on the other hand, were loyal to their privileges rather than the people. In these circumstances the mood of Urdu Press was more sentimental than rational and the tragic end of War of 1857 further traumatized this press. The death of Maulvi Muhammad Baqar, punitive action against the editor of *Øadiq al-Akhhbār*, and the persecution of other newspapers which took clear position during the War, is indicative of the fear of the rulers from the power of that press. The impact of this War was far less in Bengal than in central India, although Bengal was the region from where all the battles for the political rights of the people were initiated including the battle for the freedom of expression. The reformist press of educated Bengali Hindus, who decided to fight and defeat the foreign rule politically and through social reforms, mostly influenced this region. The Urdu and Persian papers of Delhi and adjoining areas will always be remembered for their courage and quality of reporting but at the same time they proved incapable to gauge the magnitude and other dimensions of War and its consequences; for that Muslims of India had to suffer in the years to come and the void between the two communities expanded and finally emerged in the form of two-nation theory which later translated into creation of a separate homeland for the Muslims of India.

Hindu Patriot

Hindu Patriot a weekly newspaper, first published on 6 January 1853 under the proprietorship of one Madhusudhan Roy in conjunction with girish Chandra ghosh as Managing Editor, changed ownership around June 1855. Haran Chandra Mukherjee, elder brother of HarishChandra mukherjee of Bhawanipur became the new proprietor. The actual purchaser of the paper, however, was Harish Chandra who had to keep himself shielded from the Military Auditor General under

whom he officiated. The Military Auditor would not have approved of a proprietor-editor of a journal as one of his subordinates.

The *Hindu Patriot* under Harish Chandra played a vital role against the tyranny of the indigo planters particularly during the post sepoy revolt period. Regular editorials against such tyranny on the poor hapless indigo *raiya*s attracted public attention and evoked universal condemnation from a large cross-section of educated Indians. Other principal social issues highlighted by the *Patriot* in its columns were female education and Hindu widow remarriage. As regards female education, the paper advised everybody to follow the lead given by John Drinkwater Bethune and on the question of widow remarriage it sided with the reformists and supported the cause of legalising such marriages. The paper, however, opposed the implementation of divorce laws in Hindu society.

Although the principal objective of the *Hindu Patriot* was to focus anomalies in British Government in India, it pinned very high hopes on the liberalism of the British public and parliament. Thus, it always advised Indians to look for the amelioration of their grievances to the British public and parliament whenever the British Indian administration failed to redress their complaints. Again, the focussing of multiple anomalies relative to British rule was never intended to tarnish the image of the British Indian government. Rather, criticism of anomalies was intended to make the administration aware of public grievances and their causes so as to enable the government to effect their speedy rectification. To the *Hindu Patriot*, British rule in India was not blind folded imperialism but something highly noble to be supported for public welfare. Indians had still much to learn from the English and English rule was accordingly to be endured. This feature comes out vividly in a lengthy editorial of the 11 October 1855 issue of the newspaper.

Thus, when during the Sepoy Revolt, the government imposed press restriction in India, by Act XV of 1857, and papers like the *Hindu Intelligencer* suspended publication in protest, the *Hindu Patriot* made no particular grievance of it. Again, during the heydays of the Sepoy Revolt the *Patriot*, according to Ram Gopal Sanyal, a contemporary authority, sympathised with the British administration in India. This impressed Canning and an influential English parliamentarian, Lord Granville.

Despite its popularity, the high price of the *Hindu Patriot* did not bring forth enough subscribers to its fold thereby causing periodic pecuniary losses to its management and contributing to its final demise. However, this occurred much after Harish Chandra Mukherjee's death and the subsequent editorship of eminent Bengalis like Sambhu Chandra Mukherjee and Kristodas Pal.

UNIT-V

DEVELOPMENTS IN THE SECOND HALF OF 19TH CENTURY

The Bombay Herald, The Statesmen in Calcutta and the *Madras Mail* and *The Hindu*, along with many other rivals in Madras represented the metropolitan voice of India and its people. While *Statesman* voiced the English rulers' voice, *The Hindu* became the beacon of patriotism in the South. *The Hindu* was founded in Madras as a counter to the *Madras Mail*.

In 1878, *The Hindu* was founded, and played a vital role in promoting the cause of Indian independence from the colonial yoke. Its founder, Kasturi Ranga Iyengar, was a lawyer, and his son, K Srinivasan assumed editorship of this pioneering newspaper during for the first half of the 20th century. Today this paper enjoys the highest circulation in South India, and is among the top five nationally.

Vernacular Press Act, 1878

Vernacular Press Act, 1878 a highly controversial measure repressing the freedom of vernacular press. The regime of Viceroy Lord Lytton is particularly noted for his most controversial press policy which led to the enactment of the Vernacular Press Act on 14 March 1878. Earlier dramatic performances act (1876) was enacted to repress the writing and staging of the allegedly seditious dramas. Vernacular Press Act (1878) was aimed at repressing seditious propaganda through vernacular newspapers. Introducing the Bill the Law Member of the Council narrated how the vernacular newspapers and periodicals were spreading seditious propaganda against the government. The viceroy Lord Lytton strongly denounced newspapers published in the vernacular languages as "mischievous scribblers preaching open sedition". He remarked that the avowed purpose of most of the vernacular newspapers was an end to the British raj.

The papers that made the government worried were *Somprakash, Sulabh Samachar, Halisahar Patrika, Amrita Bazar Patrika, Bharat Mihir, Dacca Prakash, Sadharani* and *Bharat Sanskarak*. All these papers were said to have been leading the seditious movement against the government. The Act provided for submitting to police all the proof sheets of contents of papers before publication. What was seditious news was to be determined by the police, and not by the judiciary. Under this Act many of the papers were fined, their editors jailed. Obviously this repressive measure came under severe criticism. All the native associations irrespective of religion, caste and creed denounced the measure and kept their denunciations and protestations alive. All the prominent leaders of Bengal and of India condemned the Act as unwarranted and unjustified, and demanded for its immediate withdrawal. The newspapers themselves kept on criticising the measure without an end. The succeeding administration of Lord Ripon reviewed the developments consequent upon the Act and finally withdrew it.

The Telegraph

The Telegraph is a broadsheet newspaper in English based in Kolkata. The newspaper is owned by the Anandabazar Patrika Limited (an enterprise of Ananda Publishers). The first edition of the newspaper was printed on 7th July 1982. This newspaper has created records for being the only

broadsheet newspaper in post independent India. The Telegraph is noted for its excellent coverage of India related issues and India's foreign policy.

The other editions of The Telegraph are published from Guwahati to cater to the entire northeast, Siliguri to cater to the interest of North Bengal and Sikkim. It is also published from Ranchi for the people of Jharkhand and Jamshedpur. The Telegraph has introduced innovative ideas from time to time in the category of sports, lifestyle culture; movies and events the newspaper is a real entertainer.

What makes the paper interesting is the daily variety of supplements that comes with the paper. On Monday, there is 'KnowHow' which is an eight-page colour tabloid on science. Tuesdays comes with the tabloid 'The Telegraph jobs' on how to deal with interviews coming from those who have successfully passed interviews. Wednesdays has something for kids, 'Telekids' which is an interesting eight-page colour tabloid. Thursdays end the quest of students and graduates looking out for a job with the supplement, 'Careergraph'. Friday comes with 'ETC', which covers the broad spectrum of entertainment from films to television. Saturday has the supplement 'Weekend' which is a four page entertaining reading. On Sundays, there is a special magazine with the paper; named 'Graphiti' that has interesting articles on fashion, food, lifestyle etc. A significant innovation of The Telegraph is T2, which is a sixteen-page colour feature tabloid.

REUTER TELEGRAMS

REUTER, PAUL JULIUS, FREIHERR VON (1816–1899), originally **Israel Beer Josaphat** (also called **Josephsthal**), German banker, bookseller, news entrepreneur and founder of the Reuters Ltd. news agency. Born in Kassel, Germany, as the third son of the Provisional Rabbi Samuel Levi Josaphat (died 1829), the 13-year-old Israel Beer was sent to his uncle in Goettingen where he was trained in a local banking house. At Goettingen University, he made the acquaintance of the famous mathematician and astronomer Carl Friedrich Gauss (1777–1855), who was experimenting in electrotelegraphy. In 1845, after having settled in Berlin, he converted to Protestantism, assumed the name Paul Julius Reuter, and married Ida, the daughter of Friedrich Martin Freiherr von Magnus (1796–1869), a Berlin banker. In 1847, together with Joseph Stargardt (1822–1885), he took over a bookshop and publishing business, "Stargard & Reuter," in Berlin, assisted by his father-in-law's capital. After being charged with spreading "democratic" pamphlets in 1848, he managed to escape to Paris. There, as a successor to Bernhard *Wolff, Reuter first worked as a translator for the established French news agency "Agence Havas," founded by Charles-Louis Havas in 1835 (since 1944 "Agence France-Press," AFP). Noting the demand for political news, Reuter embarked upon a career of news gathering on his own. In 1849, together with his colleague Sigmund Englaender (died 1902), who had fled from Vienna in October 1848, he started a lithographed "Correspondence," directed at the provincial papers of Germany, but tightened political censorship under Louis Napoléon Bonaparte soon brought this to an end. When Europe's first commercial telegraph line, the Prussian State Telegraph Berlin-Aachen, was opened on October 1, 1849, Reuter returned to Germany and established his own telegraphic agency in Aachen (later also in Brussels, Verviers, and Quiévrain), first supplying local clients with financial news from the Prussian capital, but soon expanding. In spring 1850, when the French opened a line from Brussels to Paris, Reuter bridged the gap of about 95 miles between Aachen and Brussels by a regular pigeon post service until 1851.

In June 1851, when the Dover-Calais cable was laid, Reuter moved to London on the advice of Werner Siemens (1816–1892) and, together with S. Englaender, opened his "Telegraphic Office," later to be called "Continental Telegraph," "Mr. Reuter's Office" and, from 1865, "Reuter's Telegram Company Ltd." (RTC). At first limited to the dispatch of commercial telegrams, Reuter's agency soon added news, serving clients and newspapers on the Continent, the provincial press, and by 1858 the London daily newspapers, including the *Times*. In 1869, three years after the laying of the first transatlantic cable, Reuter laid his own undersea cable connecting Brest and Duxbury, Massachusetts. By the 1870s, Reuters Ltd. had established itself as the leading international news agency, extending its services from Europe to North and South America, to the coastal regions of Africa, to the Far East, including China and the East Indies, as well as to Australia. From 1870 till 1934, secret "news cartel" agreements with the competing "Agence Havas" in Paris and Bernhard Wolff's "WTB" in Berlin (from 1893 also with the Associated Press in Illinois) secured "reserved areas" of gathering and spreading news, leaving the entire British Empire to Reuters. In 1871, Reuter who had become a British citizen in 1857 was raised to a German baron-age (*Freiherrnstand*) by Ernst II, the Duke of Saxony-Coburg-Gotha, which was later recognized by Queen Victoria. During the 1870s, Reuter's son HERBERT VON REUTER (1852–1915) gradually took over Reuters Ltd., succeeding the father upon his retirement in 1878. The family's association with the news agency ended with Herbert's suicide in 1915. Reuter's grandson, BARON OLIVER DE REUTER (1894–1968), an art collector and genealogist, was the family's last offspring.

After 1915, Reuters Ltd. was transformed into a private company, in 1941 into the Reuters Trust, with independent trustees, and in 1984 into a public company. In 1923 Reuters pioneered the use of radio to transmit news internationally, in 1962 for the first time via satellite, and in the early 21st century controlled the world's largest satellite and cable network.

News agencies in India

News agencies in India can be referred to as the banks of news. They are the major source of supply and circulation of information within and among countries. News agencies in India are organisations of journalists established in different zones of the nation to provide news reports to organisations in the news trade. Houses providing newspapers, magazines, and radio and television broadcasters use the news agencies as the larger sources for news. News agencies in India may also be referred to as a wire service, newswire or news service. There are many news agencies in India that collect news and give them accordingly to the other news houses to finally reach out to the mass. Lately, many news agencies provide specialised services. They collect and disseminate news in the restricted areas of business, stock exchange, tourist information, weather reports, and scientific news and so on. The rapid development for the need of visual news gave birth to special type of news agencies that supply photos, television programmes and documentary films. However, majority of Indian news agencies deal with print news that is circulated in various broadcasting houses.

The Press Trust of India Limited is India's largest news agency that provides subscription services and offers national news, international, business and sports news in India and abroad. Asia News Agency (P) Ltd is a diplomatic news consulting service in India, covering news on Indian polity, Indian economy, Indian security, foreign policy, editorial news, Bollywood, government issues, sports, weather and other national and international issues. Press Information Bureau is the pivotal agency of the Government to disseminate information to the print and electronic media on

the various government policies, programmes, initiatives and achievements. Press Trust of India is India's largest news agency; it is a non-profit sharing cooperative owned by the country's newspapers.

Central News Agency Limited is another news agency working in India that offers subscription services, door delivery for newspapers and magazines and also wholesale distribution and exporting of Indian magazines, newspapers, books, audio and video cassettes and CD-ROMs. Express Media Service is particularly a Hindi news agency offering regional, special news, sports, state news, business and international news in 12 Indian languages.

Indo-Asian News Service or the IANS is not only India's only news agency with a growing international reach but is also a brilliant content, knowledge and publishing outsource for Indian publications and institutions all around the world. They are the one-stop content provider on news and information from India, South Asia and the vast Indian subcontinent. KBK is India's pioneering and leading daily News Graphics agency that provides comprehensive coverage of news through graphics. Kashmir Media service is a full-fledged news agency working on Kashmir ensuring instant coverage of every day events in Indian held Kashmir. National News Service is a news agency for agribusiness that provides daily trading prices and news for 1500 agri commodities, Indian trade journalism and providing content to all national dailies and significant TV news channels.

The news agencies in India work with various departments to exploit each and every news arenas for all kinds of target audiences. Although, majority of hard news is harnessed in the news agencies, however, interesting features are also dealt with. The news agencies in India are known for their authenticity and detailed research. Many more news agencies are working in India in vernacular presses that cater to the regional audience with bountiful local issues of interest.

News agencies provide regularity and authenticity to news. K.C. Roy is credited with establishing the first Indian news agency, which became **The Associated Press of India (API)**. However, it soon became a British-controlled agency unwilling to report about the national freedom movement. **The Free Press of India News Agency** came into existence under the management of S. Sadanad who had served Reuters. **The United Press of India**, The Orient Press, The Globe News Agency, The NAFEN News Agency, The United News of India and a number of syndicates later came to serve the news business.

The Non-aligned News Agencies Pool (NANAP), formally constituted in 1976 for the purpose of correcting imbalances in the global flow of information, is an arrangement for exchange of news and information among the national news agencies of non-aligned countries, including Asia, Africa, Europe and Latin America. Its affairs are managed by a coordinating committee elected for a term of three years. India is at present a member of the coordinating committee. The cost of running the pool is met by the participating members. The Press Trust (PTI) continued to operate the India News Pool Desk (INDP) of the NANAP on behalf of the government of India. India continued to contribute substantially to the daily news file of the Pool Network. The reception of news into the Pool Desk during the year 1998-99 has been in the range of 20,000 words per day. INDP's own contribution to the Pool partners during the year has averaged 7,000 words per day.

The organization and structure of Indian news agencies has been undergoing a controversial transformation for quite sometime. This represents a mutual mistrust between privately owned news agencies and governmental structures. Their autonomy, believed to be crucial for objectivity and fairness, is based on their role as cooperatives and non-profit groups. News agencies in general are discouraged from taking any governmental favors. There is nothing in the Indian constitution, however, that can prevent government to nationalize its news agencies. There are four dominant news agencies in India: **The Press Trust of India (PTI); the United News of India (UNI); the Hindustan Samachar (HS); and Samachar Bhatia (SB).**

The Press Council of India

The Press Council of India was established in the year 1966 by the Parliament on the proposals of the First Press Commission. This council aims at preserving the freedom of the press and maintaining and improving the standards of Indian press. The present Press Council of India functions under the Press Council Act 1978. It is a constitutional, quasi judicial body which acts as a supervisory body of the press. It arbitrates the complaints against and by the press for violation of ethics and for violation of the freedom of the press correspondingly.

The Press Council is headed by a Chairman, who has by principle, been a retired and senior judge of the Supreme Court of India. The Council consists of 28 other members of whom 20 represent the press and are nominated by the press organisations or the news agencies. These organisations are recognised and notified by the Council as all India bodies of categories such as editors, working journalists and owners and managers of newspaper. Five members are nominated from the two houses of Parliament and three members represent cultural, literary and legal fields as nominees of the Sahitya Academy, University Grants Commission and the Bar Council of India. The members serve the Press Council of India for tenure of three consecutive years.

The Press Council of India collects its funds by revenue collected as fee levied on the registered newspapers in the country on the basis of their widespread circulation. However, no fee is levied on newspapers with circulation less than 5000 copies. The shortage is made good by way of grant from the Central Government, through Ministry of Information and Broadcasting.

The Press Council of India benefits the general viewers through its provision of lodging complaints against any newspaper. However, there is a particular complaints procedure in Press Council of India. If any individual has a complaint against a newspaper, for any publication which he/she finds objectionable and affects the person on personal basis, or non-publication of a material, one should first take it up with the editor or other representative of the publication concerned. Even then, if the complaint is not resolved satisfactorily, one may refer it to the Press Council of India.

The complaint that shall be lodged to Press Council of India must be specific and in writing. The complaint should be filed within two months of the publication of impugned news item in case of dailies and weeklies and four months in all other cases, along with the original or photo copy of the impugned clipping. If the document is retrieved from any vernacular newspaper, it has to be translated in English. The individual must state in what manner the publication or non publication of the matter is objectionable within the meaning of the Press Council Act, 1978. One should also enclose a copy of the letter to the editor, pointing out why he/she considers the matter objectionable. His reply thereto or published rejoinder, if any, should also be attached to it.

Declaration should be stating that the matter is not pending in any court of law is also required to be filed.

If a newspaper or journalist is upset by any action of any authority that may impinge on the freedom of the press, he/she can also file a complaint with the Press Council of India. The aggrieved newspaper or journalist may inform the Council about the possible reason for the action of the authorities against him and if it is as a punishment measure taken by the authorities due to critical writings or as a result of the policy that may affect the freedom of the press.

On receipt of a complaint made to it, if the Press Council of India is prima facie satisfied that the matter discloses sufficient ground for inquiry, it issues a show cause notice to the respondents and then considers the matter through its Inquiry Committee on the basis of written and oral evidence placed before it. If on inquiry, the Council has reason to believe that the respondent newspaper has dishonored or violated journalistic norms, the Press Council of India keeping in view the gravity of the misconduct committed by the newspaper, shall warn, admonish or censure the newspaper and at times may also disapprove the conduct of the editor or the journalist as the case may be. It may also direct the respondent newspaper to publish the contradiction of the complainant or a summary of the decision of Press Council of India in its impending issue.

Similarly, when the Press Council of India upholds the complaint of the distressed newspaper and journalist of the Council directs the concerned government to take appropriate steps to redress the grievance of the complainant. The Press Council of India may make such observations, if it considers necessary as it may think, in any of its decisions or reports, respecting the conduct of any authority, including Government.

Unit-VI

PRESS AND THE NATIONAL MOVEMENT

Historical Background

The Indian national press was undisputedly the backbone of the freedom struggle for independence from colonial rule. Its historical importance and prestige it enjoyed in the society are linked to the awareness and creation of public opinion.

The modern press marked its beginning only after the advent of European Civilization in India. Portuguese were the first Europeans who introduced printing press in India. The Christian missionaries of Bengal deserve the credit in introducing printing press primarily for publishing missionary leaflets etc. Today, over the last 250 years, the press has come to occupy an undisputed position as the fourth and the strongest pillar of modern India.

Though the press in India started as a European institution the native Indians did not take long to realize its potential in sociopolitical communication. The Print Media, and for that matter Media as a whole owes its origin, and growth not to the government but to the individuals who had in them the courage to lead the nation. The trials and tribulation they had to encounter at the hands of foreign powers could not prevent the press from growing and becoming an instrument for fight against subjugation and to bring wide range of social and economic reforms which speak galore of their resolute determination and inherent strength.

The later years of 19th century unfolded a glorious chapter of Indian newspapers which reveals the newspapers consistently reporting on challenges ahead of the nation. Instead of reporting societal events of the Britishers and feudal Indian society, the newspapers focused on news and write-ups on diverse social and political concerns and problems and the country saw the birth of a different kind of journalism, a dedicated journalism which stood for social reforms and public welfare, and creating opinion on issues like education, child marriage, widow marriage and sati. The press gradually became the most powerful weapon for freedom movement under the leadership of towering personalities like Tilak, Gokhale, Gandhiji and others who stood for progressive journalism and liberal notions and believed in the strength of the press to mould public opinion, to shape the destiny of the nation and safeguard the rights and civil liberties of its citizens.

The strong belief of our freedom fighters that 'pen is mightier than sword' and the power of their pen can challenge the political establishment directed the Indian journalism with a sense of purpose that never weakened and holds ground till date. As a result, Press had always enjoyed popular support with respect and despite various lamentable aberrations in the functioning of media, even now media in India has strong popular support and the liberty which it enjoys today is founded on such popular support of the civil society. National political struggle and advocacy of social reforms and emancipation in the years before independence contributed to the creation of the core strength of the press in free India. This included independent functioning, resistance to state oppression and censorship, firm commitment to free speech and expression and its role as the leader and path finder of the society and protector of fundamental rights. Indian democracy has grown from strength to strength and made wide range of reforms for surging India in the sixty years of independence encountering struggles, war and insurgencies. The press has not only mirrored the march of this journey of democracy but gave valuable insights and suggestions at every step.

Lokmanya Tilak: The Icon of Fearless and Ideal Journalism

The Characteristics of Lokmanya Tilak's Journalism:

1. Torture he had to go through for his principle of fearless journalism
2. To ably point out the shortcomings in administration
3. Journalism putting forth rational thoughts
4. Journalism exposing suppression by the Government
5. Tilak believed in journalism as a right to form public opinion
6. Tilak's journalism based in his belief in God

Views of Lokmanya Tilak published in the weekly periodical 'Kesari' advocating that the strength of people's opinion is in their resolve!

When India was under the control of the British, few jewels were born in this country, who always worried for the upliftment of this country and sacrificed their body, mind, wealth and soul for the welfare of this country. One of these magnificent, shining jewels is Lokmanya Tilak. Tilak is famous for his multi-faceted personality as a philosopher, a mathematician, promoter of Dharma and a legal expert. It is the death anniversary of this principled and unrelenting personality today who was conferred the title of 'Lokmanya'. The tough and fiery journalism of Lokmanya Tilak was instrumental in initiating the movement during pre-independence period for bringing about change in the mental setup of the people. After the independence, even now, there is a need to take up similar movement to bring about change among the people at psychological level and the very purpose of this article to create such awareness among the journalists and citizens of this country.

Education of Lokmanya Tilak

Lokmanya Tilak was born at Ratnagiri. He passed Matric examination in the year 1873 and took admission in Deccan College at Pune. In the year 1876, he passed the graduation (B.A.) examination securing first class. He was known as a sharp-witted student. After BA, he studied law and passed LL.B. examination in the year 1879.

Purpose of Tilak's journalism: Tilak and Agarkar, the two friends completed their education and felt that they should do something in education field for upliftment of their motherland. Their efforts started under the leadership of Vishnu shastri Chiplunkar and on the 1st January 1880, 'New English School' was set up. The many things that Tilak had planned to take up as service unto the nation, starting a school was just one of them. His idea of service in education field was very expansive and noble. The idea of creating awareness among the people, take them to a new era creating new hopes among them and their implementation started taking root in his mind. As a part of this mission, he decided to start two newspapers, '**Kesari**' in Marathi and '**Maratha**' in English.

The characteristics of Lokmanya Tilak's journalism

Tilak had explained about the nature of 'Kesari' as - 'Kesari will fearlessly and impartially discuss all problems. The increasing mentality of appeasing the British is not in the interest of this country. The articles published in 'Kesari' will be apt for its name 'Kesari (lion)'. **Torture he had to go through for his principle of fearless journalism.**

Tilak came to know that the British Government was repressing the 'Maharaj' of Kolhapur through his manager Shri. Barwe. An article was then published in 'Kesari' alleging that Barwe was plotting conspiracy against Maharaj. Shri. Barwe filed a case against 'Kesari' for such accusation. Tilak and Agarkar were sentenced to 4 months imprisonment. After this first sentence, Tilak started feeling the need to take part in political activities and he left the prison with certain resolve. He opted for politics and started working as the Editor of 'Kesari' and 'Maratha'.

To ably point out the shortcomings in administration

In the year 1896-97, there was a severe famine in Maharashtra and people had no food to eat. Tilak wrote an article in 'Kesari' and brought it to the notice of the British Government what were its duties under the 'Famine Relief Code'. He also warned the officers who were trying to throttle the rights of the citizens and made an appeal to the people to fight for justice. Tilak showed how effectively one can serve the people, remaining within the frame of law.

Journalism putting forth rational thoughts

By then, Namdar Gokhale had started to present his views that the movement started by the Congress should be as per the charter. Lokmanya, however, did not agree with his views. In an article "Sanadshir or Kayadeshir (As per the charter or legal)", he refuted Gokhale's views as follows - "Britain has not set any charter of rights to Hindustan, therefore, it would be ridiculous to say that the movement should be conducted as per the Charter. Hindustan is governed as per the laws made by the British. The question, therefore, remains is whether the movement is legal or not. When there is alienation of law and morals, if need be, one should break the laws to follow the morals and quietly accept whatever punishment is given for the same."

Journalism exposing suppression by the Government

The Government was waiting for an opportunity to quash the 'Jahal (fierce)' movement and it got such opportunity due to an incident which took place at Muzaffarpur. Khudiram Bose, a young revolutionary threw a bomb on an English officer but it missed the target and fell on the car in which two English women were travelling; killing them in the blast. The Government was enraged. In his editorial published in 'Kesari', Tilak expressed his dislike towards such terrorist activities but argued that Government's suppression policy was responsible for building up such radical attitude. Five very strong articles against the Government were published in 'Kesari' in connection with the bomb blast and Lokmanya was arrested on 24th June 1908 for sedition.

Tilak believed in journalism as a right to form public opinion

Lokmanya argued in the Court for 21 hours and 10 minutes against the charges of treason leveled against him. He clarified that the newspapers have a right to form public opinion and it is the duty of a newspaper to bring to the notice of the Government the nature of powers created in the political life of a country and warn against such powers and he argued that he had not committed treason.

Tilak's journalism based in his belief in God

The speech given by Tilak in the High Court was not an intellectual exercise to protect self but it showed his extra-ordinary qualities like his rationality in thinking, deep study of law, his love for the nation and his readiness to go through any punishment for his principles. All those who heard him pleading his case, experienced his nobility. Tilak was extremely calm at that time. He was looking at his future with the stance of an observer. As the jury declared him 'guilty', Judge Davar asked Tilak whether he wanted to say something. Tilak got up and said, "I am not an offender or guilty let the jury decide anything. There is a supreme power than this Court which controls worldly matters. It could be God's wish that I get punishment so as to boost the mission that I have undertaken."

His philosophy towards life was like his philosophy towards politics. He believed in unarmed movement along with armed revolution. We offer our humble regards to this principled leader who had firm belief in his ideals and who fought for his country throughout his life till his last breath!

Views of Lokmanya Tilak published in the weekly periodical 'Kesari' advocating that the strength of people's opinion is in their resolve!

It is the duty of the leaders to create awareness among people and help to form their opinion. If, however, the Government tramples such awakened opinion of the citizens, what is the use of such awareness? How the sea-waves hit a mountain near its coast and return with same force, so is the condition of opinion of our people. One has to hold one's nose to open mouth and if we are not going to do anything that would be disliked by the Government, the suppression will never end. The Government is humiliating people's opinion like blades of grass. These blades of grass should be united to form a strong rope. Hundreds and thousands of people should connect with the same resolve as the strength of people's opinion is not just in collection but in their resolve.

The Kesari and the Kolhapur Affair

This was a particular controversy regarding the 'madness' of Shivaji IV, the minor Maharaja of Kolhapur (Chhatrapati), a princely state in the southern part of Bombay Presidency, which took place in early 1880s. The British officials and doctors were of the opinion that Shivaji IV was suffering from an incurable 'madness'. This official version received support from English newspapers like the Times of India and the Bombay Gazette.

However, some Indian owned newspapers like Induprakash, Mahratta and Kesari disputed this. In the Kesari there was a public questioning of the diagnosis, treatment and mental state of the Chhatrapati. The Kesari, then under the editorship of Agarkar, and the Mahratta under Tilak,

argued that Shivaji IV was not 'mad' and the little instability in his mental state was caused by the maltreatment given to him by the servants and officials appointed to take care of him. They especially accused Madhav Barve, the British appointed Karbhari (Chief Administrator) of Kolhapur for complicity in a conspiracy to make Shivaji IV mad. They published letters allegedly written by Madhav Barve to his subordinate officials in the Kesari and Mahratta which indicated his involvement along with some British officials and native servants in a plot to poison Shivaji IV.

To clear himself of the charges, Madhav Barve filed a defamation case against Tilak and Agarkar. The trial which followed brought the private life of Shivaji IV and illtreatment meted out to him by British officials in the public sphere.

The Kesari published the verbatim account of the High Court drama of the trial which exposed the barbarous attitude of the British officers towards Shivaji IV to public scrutiny. The jury found Tilak and Agarkar guilty on the charge of slander against Madhav Barve and sentenced them to four months' imprisonment on 16th July 1882 at the Dongri jail in Bombay. Even during the trial, Kesari wrote articles which questioned the physical control of British officers over the body of Shivaji IV and expressed fears regarding danger to Shivaji IV's life from officers appointed to protect him. In spite of such accusations the British Government did not remove Shivaji IV from the custody of these officers. Eventually, Shivaji IV died on December 25th 1883 in a scuffle with a British soldier appointed to take care of him. The whole episode became famous as the Kolhapur Prakaran (affair).

The Spectator (newspaper)

The Spectator was an English-language newspaper published from Madras between 1836 and 1859. It is the first daily newspaper to be published from the city.

The Spectator was founded as a weekly in 1836 with J. Ouchterlony as its first publisher. After him, the newspaper was published by C. Sooboo Moodely and C. M. Pereira. *The Spectator* became a daily newspaper in 1850; it is the first daily English newspaper to be published from Madras. The paper was purchased by Gantz and Sons and merged with The Madras Times in 1859.

PRESS AND THE PARTITION OF BENGAL

The All India Muslim League was formed in Dhaka in 1906. Two other movements originated as a result of partition, the boycott of government posts and the swadeshi movement. Meanwhile the Congress was divided into two distinct forces, the moderates and the nationalists, popularly called extremists. Most of the newspapers took a moderate line led by Surendranath while Bipin Chandra Pal and Arabinda led the extremists. The *Bande Mataran* of Arabinda and Bipin Chandra advocated the policy of total boycott while the *Yugantar* preached terrorism to eliminate the British colonial rule. The Muslims of Bengal supported the Swadeshi movement through the Persian papers, namely the *Rojnama-e-Mokaddas-Hablul* and the *Sultan*.

As a sequel, in 1908 the Newspapers (Incitement to Offences) Act was passed resulting in the closure of a number of newspapers sympathetic to terrorist activities. The Criminal Law Amendment Act of 1913 and the Defense of India Regulations were used to silence any agitation and criticism. In the then East Bengal, the first English daily the *Herald* was published in 1916

from Dhaka. The *Jyoti*, probably the first Bangla daily of the eastern part of Bengal, coming out from Chittagong in 1921, had to suffer a closure for its involvement in the non-cooperation movement. In 1931, the Indian Press (Emergency Power) Act was passed in which the local governmental authorities were empowered to forfeit the security of the press.

Annie Besant (1847-1933)

Annie Besant was born in London on 01 October 1847. Her father, William Page Wood, was half-Irish and half-English. Her mother, Emily Morris Wood, however, was of pure Irish descent, and Annie says in her own autobiography, "the Irish tongue is music to my ear and the Irish nature dear to my heart". Annie joined the Theosophical Society in May 1889 and became Madame Blavatsky's devoted pupil and helper. She became a prominent worker in the Society and after the death of Col. Olcott in 1907, was elected President of the Society, which position she held till her death on 21 September 1933.

Annie Besant came to India on 16 November 1893 to attend the Annual Convention of the Theosophical Society at Adyar in Madras. In 1898 she established the Central Hindu College at Benares which later formed the nucleus of the Benares Hindu University. After making Madras her home, Annie Besant founded a weekly newspaper *Commonweal* in January 1914. In June the same year she purchased the *Madras Standard* and renamed it *New India*, which, thereafter, became her chosen organ for her tempestuous propaganda for India's freedom. She named this freedom "Home Rule" for India. In August 1917 she was made the President of the Calcutta Session of the Indian National Congress.

In 1917 she established the Indian Boy Scouts' Association and this was united to the International Movement according to Sir Robert Baden Powell's request in 1921. She was made Honorary Commissioner for India and in 1932 was awarded the Order of the Silver Wolf—the greatest honour that the Scout Movement could offer. In 1917 she started the Women's Indian Association to which she gave her powerful support. Her health began to give way slowly and she passed away on 21 September 1933. She herself desired as her epitaph only the simple words "She tried to follow Truth".

Gandhiji and the press

Today, when the contemporary media scenario bristles with unheard of turmoil- investigative journalism- through all means fair and foul; over-riding role of market forces in the media wherein the "advertorial" and "response" and "response features" edge out editorials, and when the media is trying to project the celebrities and models as the icons of modern society, it would be worth while to revisit Mahatma Gandhi's philosophy and canon of journalism and his contribution as a journalist.

According to Chalapathi Raju, himself an eminent editor, Gandhi was probably the greatest journalist of all time, and the weeklies he ran and edited were probably the greatest weeklies the world has known. He published no advertisement; at the same time he did not want his newspapers to run at a loss. He had gained considerable experience in South Africa, where he had taken over in 1904 the editorship of the 'Indian Opinion' and published it in English, Tamil and Gujarati, sometimes running the press himself.

'**Young India**' and '**Harijan**' became powerful vehicles of his views on all subjects. He wrote on all subjects. He wrote simply and clearly but forcefully, with passion and burning indignation. One of the objects of a newspaper, he said, 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.

Gandhiji's papers published no advertisements. They enjoyed wide circulation. His approach to journalism was totally devoid of ambitions. To him it was not a vocation to earn his livelihood; it was a means to serve the public. In the 'Young India' of 2 July 1925, he wrote: "I have taken up journalism not for its sake but merely as an aid to what I have conceived to be my mission in life. My mission is to teach by example and present under severe restraint the use of the matchless weapon of Satyagraha which is a direct corollary of non-violence."

Gandhi looked upon journalism as a means to serve the people. He said in his autobiography: "The sole aim of journalism should be service. The newspaper is a great power, but just as an unchained torrent of water submerges whole countryside and devastates crops, even so an uncontrolled pen serves but to destroy. If the control is from without, it proves more poisonous than want of control. It can be profitable only when exercised from within. If this line of reasoning is correct, how many journals of the world would stand the test? But who would stop those that are useless? and who should be the judge? The useful and the useless must, like good and evil, go on together, and man must make his choice.

Gandhi- The Great Communicator and Journalist

Apart from being a national leader and social reformer, Gandhiji was a great communicator. More than any one else, he recognized that communication is the most effective tool to shape opinion and mobilize popular support. He was successful because he had a latent skill in communication that surfaced in South Africa where he had gone initially to set up practice as a lawyer. The practice of communication started by him in South Africa gave him the clue to rally millions of his countrymen when he returned to India.

Gandhiji was associated with six journals, for two of which he was the editor. His first paper, 'Indian Opinion' was started in South Africa. In order to ventilate the grievances of Indians and mobilize public opinion in their favour, Gandhiji started writing and giving interviews to newspapers. He focused on open letters and Letters to Editor, but soon realized that occasional writings and the hospitality of newspapers were inadequate for the political campaign he had launched. He needed a mouthpiece to reach out to the people; so in June 1903 he launched Indian Opinion. It served the purpose of a weekly newsletter which disseminated the news of the week among the Indian community. It became an important instrument of education. Through the columns of the newspaper Gandhiji tried to educate the readers about sanitation, self-discipline and good citizenship. How important the journal was to Gandhiji is seen from his own statement in his biography, My Experiments with Truth:

'Indian Opinion... was a part of my life. Week after week I poured out my soul in its columns and expounded the principles and practice of Satyagraha as I understood it. During 10 years, that is until 1914, excepting the intervals of my enforced rest in prison there was hardly an issue of 'Indian Opinion' without an article from me. I cannot recall a word in these articles set down

without thought or deliberation or word of conscious exaggeration, or anything merely to please. Indeed the journal became for me training in self restraint and for friends a medium through which to keep in touch with my thoughts."

The critics found very little to which they could object. In fact, the tone of 'Indian Opinion' compelled the critics to put a curb on his palm.

Gandhiji launched Satyagraha against the Rowlatt Act and the massacre in Jallianwala Bagh. He learnt in South Africa how important the press and public opinion could be in politics and had taught himself how to use the written word most effectively.

FREEDOM OF THE PRESS IS A PRECIOUS PRIVILEGE THAT NO COUNTRY CAN FORGO.

- M. K. Gandhi

The two journals 'Young India' and 'Navjivan' were used by him to ventilate his views and to educate the public on Satyagraha. In 1933 Gandhiji started 'Harijan', 'Harijanbandhu', 'Harijansevak' in English, Gujarati and Hindi, respectively. These newspapers were the vehicles of his crusade against untouchability and poverty in rural areas. These papers published no advertisements even then they enjoyed wide circulation. His note of defiance and sacrifice gave a new stimulus to the evolution of press as a weapon of Satyagraha.

Gandhiji and Role of Newspapers

It will be pertinent to point out as to what Mahatma Gandhi considered to be the role of newspapers. He wrote: In my humble opinion, it is wrong to use a newspaper as a means of earning a living. There are certain spheres of work which are of such consequence and have such bearing on public welfare that to undertake them for earning one's livelihood will defeat the primary aim behind them. When, further a newspaper is treated as a means of making profits, the result is likely to be serious malpractices. It is not necessary to prove to those who have some experience of journalism that such malpractices do prevail on a large scale. He was of the opinion, 'Newspapers are meant primarily to educate the people. They make the latter familiar with contemporary history. This is a work of no mean responsibility. It is a fact, however, that readers cannot always trust newspapers. Often facts are found to be quite the opposite of what has been reported. If newspapers realized that it was their duty to educate the people, they could not but wait to check a report before publishing it. It is true that often they have to work under difficult conditions. They have to sift the true from the false in a short time and can only guess at the truth. Even then, I am of the opinion that it is better not to publish a report at all if it has not been found possible to verify it.'

The eminent journalist and freedom fighter Salien Chatterjee who covered Mahatma Gandhi, his actions and programmes for a number of years died a few months back. In an article, 'Reporting Mahatma', he had written for the special issue of Vidura on, Gandhi as a Journalist, (Jan-March, 1998) he said:

"I joined journalism in 1942. Reporting Mahatma Gandhi and my tours with him were the best and most memorable period of my journalistic career. Gandhiji himself was a journalist. During

my tours with him, he often told me how he worked day and night to produce his journal 'Indian Opinion' in Natal, South Africa. He described 'Indian Opinion' as the most useful weapon in his struggle in South Africa. He always stressed the importance of newspapers in educating the people. Gandhiji always believed and always emphasized that the sole aim of journalism should be service, service of the people and the country.

In 'Young India' Gandhiji once gave a glimpse of the exacting code he set up for himself. "To be true to my faith, I may not write in anger or malice. I may not write idly. I may not write merely to excite passion. The reader can have no idea of the restraint I have to exercise from week to week in the choice of topics and my vocabulary. It is training for me. It enables me to peek into myself and to make discoveries of my weaknesses. Often my vanity dictates a smart expression or my anger a harsh adjective. It is a terrible ordeal but a fine exercise to remove these weeds."

Gandhiji's canons of Journalism

Gandhiji had been frequently writing on various aspects of journalism. To him editorial independence, adherence to truth and self-restraints were the three overriding considerations for journalism. In his message for the editor of the newspaper, 'The Independence', on 30 January 1919, he wrote: In wishing you success in your new enterprise, I would like to say how I hope your writings would be worthy of the title you have chosen for your journal; and may I further hope that to a robust independence you will add an equal measure of self-restraint and the strictest adherence to truth? Too often in our journals as in others do we get fiction instead of fact and declamation in place of sober reasoning. You would make 'The Independence' a power in the land and a means of education for the people by avoiding the errors I have drawn attention to.

Newspapers and Advertising

On receiving Advertisement support for running a newspaper Mahatma Gandhi wrote: It is now an established practice with newspapers to depend for revenues mainly on advertisements rather than on subscriptions. The result has been deplorable. The very newspaper which writes against the drink evil publishes advertisements in praise of drinks. In the same issue, we read of the harmful effects of tobacco as also from where to buy it. Or we shall find the same issue of a paper carrying a long advertisement for a certain play and denouncing that play as well. Medical advertisements are the largest source of revenue though they have done, and are still doing incalculable harm to the people. These medical advertisements almost wholly offset the services rendered by the newspapers. I have been eyewitness to the harm done by them. Many people are lured into buying harmful medicines. Many of these promote immorality. Such advertisements find a place even in papers run to further the cause of religion. This practice has come entirely from the West. No matter at what cost or effort we must put an end to this undesirable practice or at least reform. It is the duty of every newspaper to exercise some restraint in the matter of advertisements.

THE SOLE AIM OF JOURNALISM SHOULD BE SERVICE.

- M. K. Gandhi

Today, when there is widespread concern over the growing influence of market forces on media, and regret over journalism being no longer a social service, Gandhiji's views on values of journalism bring to bear on the profession of journalism the force of ethics and morality. In this context he had said, 'It is often observed that newspapers published any matter that they have, just to fill in space. The reason is that most newspapers have their eyes on profits... There are newspapers in the west which are so full of trash that it will be a sin even to touch them. At times, they produce bitterness and strife even between different families and communities. Thus, newspapers cannot escape criticism merely because they serve the people.'

THE TRUE FUNCTION OF JOURNALISM IS TO EDUCATE THE PUBLIC MIND,
NOT TO STOCK IT WITH WANTED AND UNWANTED IMPRESSIONS.

M. K. Gandhi

Gandhiji and Radio

The first and only time Gandhiji visited the Broadcasting house, Delhi was on 12 November, 1947, the Diwali Day. He arrived at the Broadcasting House accompanied by Rajkumari Amrit Kaur. A report on this event published in the issue of 'The Indian Listener' of 22 February, 1948, after Gandhiji's death, said: "A special studio was fitted with the 'takhposh' (low wooden settee) which was daily used by him for his prayer meeting addresses at Birla House. Appropriately, the prayer meeting atmosphere was created in the studio..... Gandhiji was at first shy of the radio and it was after much persuasion that he agreed to broadcast from the studios of AIR..... but the moment he reached the studio he owned this impersonal instrument as his own and said: "This is a miraculous power. I see 'shakti', the miraculous power of God". According to the 'Hindustan Times' of 13th November, "He spoke for 20 minutes and his voice was exceptionally clear. His message was followed by recorded music of Vande Materam"

The news of Gandhiji's assassination on the evening of January 30, which had spread like wild fire in Delhi was flashed by foreign correspondents and news agencies all over the world within minutes. That evening at 8-30 p.m. Prime Minister, Nehru whom Gandhiji had called his heir in the freedom struggle, broadcast from the Delhi station a very moving talk which began with the oft quoted words: "A light has gone out of our lives". Others who broadcast later were Sardar Patel, Sarojini Naidu and numerous leaders and prominent personalities from all walks of life. Lord Mountbatten came to the Delhi station on 12 February to pay his homage in a broadcast talk.

On the day of the funeral, Melville De Mellow gave the marathon, almost ten hour long commentary, which in its moving description of the crowds and the procession as it inched its way with millions of people lining the route to the place chosen for the last rites on the bank of the river Yamuna, seemed to articulate the whole nation's grief and homage. It was a classic of broadcasting at its best, and established De Mellow's fame as an outstanding commentator. It was De Mellow who described the last anguished moments of the funeral ceremony before returning to the studios.

THE NEWSPAPERS SHOULD BE READ FOR THE STUDY OF FACTS. THEY SHOULD NOT BE ALLOWED TO KILL THE HABIT OF INDEPENDENT THINKING.

M. K. Gandhi

Mahatma Gandhiji's speech during his visit to 'The Hindu' sums up his philosophy and vision of journalism: I have, therefore, never been tired of reiterating to journalists whom I know that journalism should never be prostituted for selfish ends or for the sake of merely earning a livelihood or, worse still, for amassing money. Journalism, to be useful and serviceable to the country, will take its definite, its best for the service of the country and, whatever happens the views of the country irrespective of consequences. I think that we have in our midst the making of newspapers which can do so.

Let us be clear in our minds that - to confine Gandhiji to India and to view him as merely the great Indian national leader is to diminish his greatness and personality. Gandhiji belonged to the whole world, the humanity at large. The Time magazine, while chronicling the sweeping forces and great events of the 20th century- catalogued Gandhi as one of the greatest activists- who fought for change from outside the traditional halls of power, who was bound to an abstract vision for which he would pay any price was life. The world that revered few men had revered Gandhi. Although Gandhiji died believing his lone voice was unheard- he was mistaken; the power of his message would endure to move men and nations for all times to come.

The Leader (Allahabad newspaper)

The Leader (Oct. 24, 1909 - Sept. 6, 1967) was one of the most influential English-language newspapers in India during British Raj. Founded by Madan Mohan Malviya, the paper was published in Allahabad. Under C. Y. Chintamani, a dynamic editor from 1909 to 1934, it acquired a large readership in North India. His clash with Motilal Nehru over issue of his freedom as editor, meant that Motilal left within a year, thereafter between 1927 and 1936, Chintamani was not only the Chief Editor of the newspaper, but also the leader of the opposition in the U. P. Legislative Council. Indian National Congress leader, Moti Lal Nehru was the first Chairman of the Board of Directors of the Leader and the paper remained politically charged through its existence, many of Mahatma Gandhi's writings were also published in it, and it is repository of important writing of that generation.

Bombay Chronicle

Bombay Chronicle was an English-language newspaper, published from Mumbai (then Bombay), started in 1910 by Sir Pherozeshah Mehta (1845-1915), a prominent lawyer, who later became the president of the Indian National Congress in 1890, and a member of the Bombay Legislative Council in 1893. It was an important Nationalist newspaper of its time, and an important chronicler of the political upheavals of a volatile pre-independent India. The newspaper closed down in 1959.

The Hindustan Times

The Hindustan Times is a leading English daily of India and is also popularly known as HT. Master Sunder Singh Lyallpuri who is the founder of the Akali Movement and the Shiromani Akali Dal in Punjab launched the paper in 1924. Mahatma Gandhi attended the launching ceremony of the paper. The first issue was published from Naya Bazar, New Delhi.

Embedded in India's freedom struggle, the Managing Committee of the paper consisted of Pt. Madan Mohan Malaviya and Master Tara Singh. The Managing Chairman and the Chief Patron was Master Sunder Singh Lyallpuri. The first editor of the paper was K.M. Panikkar and Devdas Gandhi; son of Mahatma Gandhi was also on the editorial panel. The newspaper contained writings and articles from C. F. Andrews, St. Nihal Singh, Maulana Mohammad Ali, C. R. Reddy (Dr. Cattamanchi Ramalinga Reddy), T. L. Vaswani, Ruchi Ram Sahni, Bernard Haton, Harinder Nath Chattopadhyaya, Dr Kichlu and Rubi Waston etc.

Hindustan Times is the flagship publication of the HT Media Ltd. and has a number of editions, which are published from New Delhi, Mumbai, Lucknow, Patna and Kolkata. There are also editions from Bhopal and Chandigarh. The Mumbai edition was launched on July 2005. Other publications of Hindustan Times Ltd. are Mint (English financial daily), Hindustan (Hindi Daily), Nandan (monthly children's) magazine and Kadambani (monthly literary magazine).

The Mumbai edition of Hindustan Times comes with HT Café, which is a lifestyle supplement for six days a week dealing with subjects like travel, health, automobiles etc. Education supplement of the paper is called `Horizons` which comes on Wednesdays, `Splurge` is a supplement based on luxury and then there is a real estate section called `HT Estates`. On Sundays, there is a special magazine called Brunch.

The Delhi edition of Hindustan Times has a lifestyle supplement daily, which is called HT City, and on Fridays it is called "HT City We". On Tuesdays, there is the supplement focusing on jobs, on Wednesdays there is education supplement called `Horizons`, the real estates supplement is called `HT Estates` and on Saturdays there is a lifestyle-based supplement named `Splurge`. The Delhi edition also has a Sunday magazine which is called `Brunch`. The Delhi edition is a part of the K K Birla group and is looked after by Shobhana Bhartia.

Mathrubhumi

Mathrubhumi is a Malayalam language newspaper published from Kozhikode in Kerala. The newspaper is considered one of the most prominent and influencing newspapers in the state of Kerala. Mathrubhumi was first published on 18th March, 1923. The founder of the Malayalam language newspaper was the renowned freedom fighter, K. P. Kesava Menon and it is being published by The Mathrubhumi Group. The newspaper has played crucial roles in various important social reformation movements like Vaikom Satyagraha and Guruvayur Satyagraha. Some of its renowned publications include Mathrubhumi daily, Baalabhumi, Grihalakshmi, Thozhilvartha, Chithrabhumi, Vidyarangam etc.

History of Mathrubhumi

Mathrubhumi was established in the year 1923 in the repercussion of Non-Cooperation Movement of Mahatma Gandhi as a Public Limited Company. The founders of Mathrubhumi belonged to the Indian National Congress party, and were led by K.P. Kesava Menon. Being established by a freedom fighter, the newspaper was dedicated to propagate nationalist ideals and promote patriotism among the Indian youth. The founder of the newspaper, K. P. Kesava Menon was arrested and sent to jail for participating in the Satyagraha movement. After him, the newspaper was edited by many eminent personalities in Malayalam journalism like P. Ramanunni Nair, K. Kelappan, P. Narayanan Nair, C. H. Kunjappa, K. A. Damodara Menon, A. P. Udhayabhanu, etc.

Apart from them, several prominent Malayalam journalists were also associated with Mathrubhumi at some point of their career.

Mathrubhumi was published thrice in a week (Tuesday, Thursday and Saturday), during its initial years. However, it became a daily newspaper on 6th April, 1930. It started its journey with only one edition published from Kozhikode. The second edition of the newspaper was published on 25th May, 1962 and was published from Kochi. As the popularity of Mathrubhumi increased gradually, the newspaper introduced new editions in regular intervals. It entered into magazine journalism and launched the Mathrubhumi Illustrated Weekly on 18th January, 1932. The Mathrubhumi Group launched a comic magazine named Viswaroopam in 1940 and then published a bi-monthly in Hindi language, named Yugaprabhat. Sanjayan was the Chief Editor of Viswaroopam. The Editor of Yugaprabhat was N. V. Krishna Warriar. However, none of these publications are published at present.

Development of Mathrubhumi

Mathrubhumi now has 13 editions published from different cities inside and outside Kerala. The 9 editions of Mathrubhumi in Kerala are published from the publication centres in Calicut, Thiruvananthapuram, Kottayam, Ernakulam, Thrissur, Kannur, Palakkad, Malappuram, and Kollam. Apart from these, there are also another 4 editions of Mathrubhumi published from the cities like Chennai, Bengaluru, Mumbai and New Delhi. The newspaper has a total circulation of more than 1.3 million and around 7.5 million readers.

The current Chairman and Managing Director of Mathrubhumi is M. P. Veerendra Kumar. The newspaper's Managing Editor is P. V. Chandran and M. Kesava Menon is serving as the Editor of Mathrubhumi daily.

Publications of Mathrubhumi

Apart from the Mathrubhumi daily, the Mathrubhumi Group also has several other publications. These publications include:

- * A children's publication named Baalabhumi (started on 1st May, 1996);
- * A Women's publication named Grihalakshmi (started on 1st July, 1979);
- * A film publication named Chithrabhumi (started on 11th April, 1982);
- * An opportunities publication named Thozhilvartha (started on 18th July, 1992);
- * The health publication named Arogyamasika (started on 19th February, 1997);
- * Mathrubhumi Azhchappathippu (Weekly), an educational publication named Mathrubhumi Successline;
- * The educational publication in Malayalam named Mathrubhumi Vidyarangam;
- * A sports publication in Malayalam named Mathrubhumi Sports Masika (started on 15th June, 1994);
- * Mathrubhumi Yearbook Plus, in Malayalam and English; and
- * A travel magazine named Mathrubhumi Yathra;
- * There is an online publication of Mathrubhumi and a separate section for pre-primary/lower primary kids, called Mathrubhumi Minnaminni as well as Mathrubhumi CartoonPlus.

Mathrubhumi has already established itself as one of the largest circulated newspapers in Kerala, by the course of time. The newspaper has also gained significant recognition among the Keralites of all parts of the society. It is referred to as one of the most powerful Malayalam language newspapers as well.

The Indian Press (Emergency) Act of 1931

The Civil disobedience movement in particular and the other fragmented political awakenings made the socio-political condition pretty anarchic. The chaotic socio-political situation moved government to issue a fresh new Press Ordinance in 1930. The new Press Act was aimed to provide for the better control of the Press. The Indian Press Act revived the provision of the Indian press Act of 1910. In 1931, the government enacted the Indian Press Act, which gave the sweeping powers to the provincial government in suppressing the propaganda for the civil disobedience movement. Section 4 (1) of the Act sought to punish the words, signs or visible representations, which incite or encourage the commission of any offence or murder or any cognizable offence. These cognizable offence included violence or directly or indirectly expressing approval or admiration of any such offence. According to the Act, any person, real or fictitious, who had committed or alleged or represented to have committed the offence, would be punished.

In 1932 the Press Act of 1931 was amplified in the form of Criminal Amendment Act of 1932. Section 4 was made very comprehensive and expanded to include all possible activities calculated to undermine the Government's authority. During the Second World War (1939-45), the executive exercised exhaustive powers under the defence of India Act. Pre-censorship was reinforced, the Press Emergency Act and the Official Secrets Act. At the same time the publication of all news relating to the Congress activities declared illegal. The special powers assumed by the Government during the war ended in 1945.

Role of Press in India's Struggle for Freedom

At the time of the first war of independence, any number of papers was in operation in the country. Many of these like *Bangadoot* of Ram Mohan Roy, *Rastiguftar* of Dadabhai Naoroji and *Gyaneneshun* advocated social reforms and thus helped arouse national awakening.

It was in 1857 itself that *Payam-e-Azadi* started publication in Hindi and Urdu, calling upon the people to fight against the British. The paper was soon confiscated and anyone found with a copy of the paper was persecuted for sedition. Again, the first hindi daily, *Samachar Sudhavarashan*, and two newspapers in Urdu and Persian respectively, *Doorbeen* and *Sultan-ul-Akbar*, faced trial in 1857 for having published a 'Firman' by Bahadur Shah Zafar, urging the people to drive the British out of India. This was followed by the notorious *Gagging Act* of Lord Canning, under which restrictions were imposed on the newspapers and periodicals.

Notable Role

In the struggle against the British, some newspapers played a very notable role. This included the *Hindi Patriot!* Established in 1853, by the author and playwright, Grish Chandra Ghosh, it became popular under the editorship of Harish Chandra Mukherjee. In 1861, the paper published a play, "Neel Darpan" and launched a movement against the British, urging the people to stop cultivating

the crop for the white traders. This resulted in the formation of a Neel Commission. Later, the paper was taken over by Ishwar Chandra Vidyasagar. The paper strongly opposed the Government's excesses and demanded that Indians be appointed to top government posts. The *Indian Mirror* was the other contemporary of this paper which was very popular among the reading public.

Yet another weekly, *Amrita Bazar Patrika* which was being published from Jessore, was critical of the government, with the result that its proprietors faced trial and conviction. In 1871, the *Patrika* moved to Calcutta and another Act was passed to suppress it and other native journals.

Marathi Press

Mahadev Govind Rande, a leading leader of Maharashtra, used to write in *Gyan Prakash* as well as in *Indu Prakash*. Both these journals helped awaken the conscience of the downtrodden masses. Another Marathi weekly, *Kesari* was started by Tilak from January 1, 1881. He along with Agarkar and Chiplunkar started another weekly journal, *Mratha* in English. The Editor of the '*Daccan Star*' Nam Joshi also joined them and his paper was incorporated with *Maratha*. Tilak and Agarkar were convicted for writings against the British and the Diwan of *Kolhapur*. Tilak's *Kesari* became one of the leading media to propagate the message of freedom movement. It also made the anti-partition movement of Bengal a national issue. In 1908, Tilak opposed the Sedition ordinance. He was later exiled from the country for six years. Hindi edition of *Kesari* was started from Nagpur and Banaras.

Press and the First Session of Congress

The Editors commanded a very high reputation at the time of the birth of the Indian National Congress. One could measure the extent of this respect from the fact that those who occupied the frontline seats in the first ever Congress session held in Bombay in December 1885 included some of the editors of Indian newspapers. The first ever resolution at this Session was proposed by the editor of *The Hindu*, G. Subramanya Iyer. In this resolution, it was demanded that the government should appoint a committee to enquire into the functioning of Indian administration. The second resolution was also moved by a journalist from Poona, *Chiplunkar* in which the Congress was urged to demand for the abolition of India Council which ruled the country from Britain. The third resolution was supported by Dadabhai Naoroji who was a noted journalist of his time. The fourth resolution was proposed by Dadabhai Naoroji.

There were many Congress Presidents who had either been the editors or had started the publication of one or the other newspapers. In this context, particular mention may be made of Ferozeshah Mehta who had started the *Bombay Chronicle* and Pandit Madan Mohan Malaviya who edited daily, *Hindustan*. He also helped the publication of *Leader* from Allahabad. Moti Lal Nehru was the first Chairman of the Board of Directors of the leader. Lala Lajpat Rai inspired the publication of three journals, the *Punjabi*, *Bandematram* and the *People* from Lahore. During his stay in South Africa, Gandhiji had brought out *Indian Opinion* and after settling in India, he started the publication of *Young India*; *Navjeevan*, *Harijan*, *Harijan Sevak* and *Harijan Bandhu*. Subash Chandra Bose and C.R. Das were not journalists but they acquired the papers like *Forward* and *Advance* which later attained national status. Jawaharlal Nehru founded the *National Herald*.

Revolutionary Movement and the Press

So far as the revolutionary movement is concerned, it did not begin with guns and bombs but it started with the publication of newspapers. The first to be mentioned in this context is *Yugantar* publication of which was started by Barindra Kumar Ghosh who edited it also.

When the Ghadar party was organised in America, Lala Hardayal started publication of the journal '*Ghadar*'. Within one year, millions of copies of this journal were published in Hindi, Urdu, Punjabi, Gujarati, Marathi and English and sent to India and to all parts of the world where Indians were residing. In the beginning the copies of the journal were concealed in parcels of foreign cloth sent to Delhi. It was also planned to smuggle the printing press into India for this purpose. But then the war broke out and it became almost impossible to import printing machinery from abroad. Lala Hardayal was arrested in America and deported to India. One of his followers Pandit Ramchandra started publishing *Hindustan Ghadar* in English. With the U.S. joining the war, the Ghadar party workers were arrested by the American Government. When the trail was on, one of the rivals of Pandit Ramchandra managed to obtain a gun and shoot him dead in the jail itself. The death of Ramchandra led to the closure of this paper.

In 1905 Shyamji Krishna Verma started publication of a journal *Indian Sociologist* from London. It used to publish reports of political activities taking place at the India House in London. In 1909 two printers of this journal were convicted. Shyamji Krishna Verma left England for Paris from where he started the publication of the journal. Later on, he had to leave for Geneva. He continued to bring out the journal from there for two or three years more. In Paris, Lala Hardayal, in collaboration with Madam Cama and Sardar Singhraoji Rana brought out *Vandematram* and Talwar.

After *Yugantar*, it was *Vandematram* that played a significant role in the freedom struggle. This journal was established by Subodha Chandra Malik, C.R. Das and Bipin Chandra Pal on August 6, 1906. Its editor, Aurobindo Ghosh, the editor of *Sandhya*, B. Upadhyay and editor of *Yugantar* B. N. Dutt had to face a trial for espousing the cause of freedom.

So far as the Hindi papers were concerned, they looked to government for support for some time. Bhartendu Harish Chandra was the first to start a journal *Kavi Vachan Sudha* in 1868. Its policy was to give vent to the miseries of the people of India. When the Prince of Wales visited India, a poem was published in his honour. The British authorities were given to understand that the poem had two meanings and that one word used in the poem could also mean that the Prince of Wales should get a shoe-beating.

The government aid to journals like *Kavi Vachan Sudha* was stopped for publishing what was objectionable from the government point of view. Bhartendu Harish Chandra resigned from his post of an honorary Magistrate. His two friends, Pratap Narain Mishra and Bal Krishna Bhatt started publication of two important political journals *Pradeep* from Allahabad, and *Brahman* from Kanpur. The *Pradeep* was ordered to be closed down in 1910 for espousing the cause of freedom.

The *Bharat-Mitra* was a famous Hindi journal of Calcutta which started its publication on May 17, 1878 as a fortnightly. It contributed a lot in propagating the cause of freedom movement. The journal exposed the British conspiracy to usurp Kashmir. Several other papers published from Calcutta which played an important role in freedom struggle included Ambika Prasad Vajpayee's

Swantrtmtra, Ramanand Chatterjee's *Modern Review*' in English, *Pravasi Patra*' in Bengali and *Vishal Bharat* in Hindi.

One of the foremost Hindi journalists who have earned a name for his patriotism was Ganesh Shanker Vidyarthi. In 1913, he brought out weekly *Pratap* from Kanpur. He made the supreme sacrifice in 1931 in the cause of Hindu-Muslim unity. Krishna Dutt Paliwal brought out *Sainik* from Agra which became a staunch propagator of nationalism in Western U. P. The noted Congress leader, Swami Shradhanand, started the publication of Hindi journal *Vir Arjun*' and Urdu journal *Tej*. After the assassination of Swami Shradhanand, Vidyavachaspathi and Lala Deshbandhu Gupta continued the publication of these journals. They were themselves prominent Congress leaders.

In Lahore, Mahashaya Khushal Chand brought out *Milap* and Mahashaya Krishna started publishing urdu journals which helped a lot in promoting the national cause. In 1881, Sardar Dayal Singh Majitha on the advice of Surendra Nath Bannerjee brought out *Tribune* under the editorship of Sheetal Kant Chatterjee. Bipin Chandra Pal also edited this paper for sometime. Later in 1917, Kalinath Rai joined the paper as its editor.

There is not a single province in India which did not produce a journal or newspaper to uphold the cause of freedom struggle. A. G. Horniman made the *Bombay Chronicle*' a powerful instrument to promote militant nationalism. He himself took part in the meetings where Satyagraha used to be planned. He published vivid accounts of Jallianwala Bagh carnage for which one correspondent of his paper, Goverdhan Das, was sentenced to three years' imprisonment by a military court. Horniman too was arrested and deported to London even though he was ill at that time. Amritlal Shet brought out the Gujarati journal *Janmabhumi* which was an organ of the people of the princely states of Kathiawad, but it became a mouthpiece of national struggle. Similarly another Gujarati journal *Saanjvartman* played a prominent role under the editorship of Sanwal Das Gandhi, who played a very significant role in the Quit India Movement in 1942. It was soon after independent formed a parallel Government in Junagarh and forced the Nawab of Junagarh to leave the country. The three editors of the Sindhi journal *Hindi* Jairam Das Daulatram, Dr. choithram Gidwani and Hiranand karamchand, were arrested, their press closed and the property of the paper confiscated.

In Bihar the tradition of national newspapers was carried forward by Sachidanand Sinha, who had started the publication of *Searchlight* under the editorship of Murtimanohar Sinha. Dev Brat Shastri started publication of '*Nav Shakti* and *Rashtra Vani*'. The weekly *yogi* and the *Hunkar*' also contributed very much to the general awakening.

Nehru and National Herald

Creating something is not an easy job. Making something from the scratch and raising it to the top is a hard task to accomplish. Jawaharlal Nehru did this job 73 years ago in the form of launching the newspaper, *National Herald* at Lucknow on September 9, 1938. And now, bidding farewell to this venture is a difficult task. But, the 73-year-old *National Herald* and its sister Urdu newspaper *Quami Awaz* closed down on April 1 (Tuesday). The last editorial titled 'Herald hopes for a better tomorrow indicates perhaps the closure would be only a temporary phase.

Manikonda Chalapathi Rau was the editor of the *National Herald* from 1946 onwards for over a period of 30 years. The founder, Jawaharlal Nehru was the soul and M Chalapathi Rau was the body of the newspaper.

Rajiv Gandhi revived the *National Herald* in 1987. The Lucknow edition of the National Herald and *Quami Awaz* were closed down about 10 years ago. The paper also had a Hindi edition *Navjivan* - a name given by Mahatma Gandhi - that was also closed down several years ago.

According to the oldest employee of the newspaper, 73-year-old TV Venkatachalam, the editor-in-chief of *National Herald*, New Delhi, who joined the newspaper in 1987 when Rajiv Gandhi revived it, and with 20 years service, nine years as editor said, "The paper is part of Nehru's legacy and has continued to uphold the traditions of secularism and non-alignment and I hope the Congress party will not allow it to close down finally."

TV Venkatachalam further added, "*The National Herald* team always tried to keep a fine balance in our news, especially the editorials, and never tried to make it sound like a party publication. Unlike any party newspapers, there has never been any interference from the Congress party in presenting the news in the *National Herald*."

Can anyone imagine that the editorial department of a 73-year old English language newspaper did not have a computer in 2008? The press section had five computers and there was one computer in the teleprinter room, which was used by the editorial and advertisement staff to check mails. Some senior editors brought their own laptops to work. The management had wanted to computerise *Quami Awaz* four years ago, but the proposal was shot down by the union as around 20 calligraphers would have been displaced. The *National Herald* newspaper, which officially claimed a circulation of around 40,000 copies, 'never had a history of making profits'. Management is an art. Similarly unprofessional attitude and mismanagement is an art for quite a number of political people.

Jawaharlal Nehru once told, I will not let the *National Herald* close down even if I have to sell Anand Bhawan (to avoid it). It was his hope. Time has changed. Yes, time will tell the difference. Now who is interested in a non-profit making and dying heritage newspaper? As a person of Sonia Gandhi's stature, who has written longer Forewords than Indira Gandhi, in the latest editions of Jawaharlal Nehru's three famous classics, *Glimpses of World History*, *The Autobiography* and *The Discovery of India* should have avoided the closure of the *National Herald*.

Had she some problems to avoid the closure of National Herald, competently manage the mismanagement and to find out means and finance, she should have consulted with the great fund raising Congress leaders from God's own country, Kerala, who claim running a party newspaper and a TV channel, though the second claim is invalid. The Congress leaders from Kerala could have easily raised funds from the Middle East through their well-wishers and party supporters for *National Herald*.

Appendix-1

Indian Newspapers and their Founders

Newspaper/Journal	Founder/Editor	Note
Bengal Gazette	J.K.Hickey	1780 - India's first newspaper
Kesari	B.G.Tilak	
Maratha	B.G.Tilak	
Sudharak	G.K.Gokhale	
Amrita Bazar Patrika	Sisir Kumar Ghosh and Motilal Ghosh	
Vande Mataram	Aurobindo Ghosh	
Native Opinion	V.N.Mandalik	
Kavivachan Sudha	Bhartendu Harishchandra	
Rast Goftar	Dadabhai Naoroji	First newspaper in Gujarati
New India (Weekly)	Bipin Chandra Pal	
Statesman	Robert Knight	
Hindu	Vir Raghavacharya and G.S.Aiyar	
Sandhya	B.B.Upadhyaya	
Vichar	Lahiri Krishnashastri Chiplunkar	
Hindu Patriot	Girish Chandra Ghosh	
Som Prakash	Ishwar Chandra	

	Vidyasagar	
Jugantar Patrika (Bengali)	Bhupendranath Datta, Barinder Kumar Ghosh, Abhinash Bhattacharya	
Bombay Chronicle	Firoze Shah Mehta	
Hindustan	M.M.Malviya	
Mooknayak	B.R.Ambedkar	
Comrade	Mohammed Ali	
Tahzib-ul-Akhlaq	Sir Syyed Ahmed Khan	
Al-Hilal (Urdu)	Abul Kalam Azad	
Al-Balagh	Abul Kalam Azad	
Independent	Motilal Nehru	
Punjabi	Lala Lajpat Rai	
New India (Daily)	Annie Besant	
Commonwealth	Annie Besant	
Pratap	Ganesh Shankar Vidyarthi	
Essays in Indian Economics	M.G.Ranade	
Samvad Kaumudi (Bengali)	Ram Mohan Roy	
Mirat-ul-Akhbar	Ram Mohan Roy	First Persian newspaper

Indian Mirror	Devendra Nath Tagore	
Nav Jeevan	M.K.Gandhi	
Young India	M.K.Gandhi	
Harijan	M.K.Gandhi	
Prabuddha Bharata	P. Aiyasami, B. R. Rajam Iyer, G. G. Narasimha Charya, and B. V. Kamesvara Iyer	Swami Vivekanand was the driving force behind its establishment
Udbodhana	Swami Vivekananda	
Indian Socialist	Shyamji Krishna Verma	Published from Berlin
Talwar	Birendra Nath Chattopadhyaya	Published from Vancouver
Free Hindustan	Tarak Nath Das	
Hindustan Times	K.M.Pannikar	
Kranti	Mirajkar, Joglekar, Ghate	

Appendix-II

Origin and Growth of Indian Press

Ancient India

- Education wasn't wider spread
- Meaning for communication was inadequate
- Concentration on strengthening political system
- Communication through imperial edict on copper plates, rocks, stone pillars

- Daily news published in small pictures convey through painting
- Bible New testimony published in 1456 by Gutenberg, he was the father of Printing Technology.

Medieval India

- Aurangzeb pioneered the concept communication network
- Vaquia Navis, specialist news writers who summaries the important events and incidents
- Cofia Navis, secret spies to collect the news from public
- News Letters covers the local news and their leaders expedition
- Calligraphy flourished during this period

New Era

- Christian missionaries
- During 16th century printing technology came to India by Christians – group of Fathers were travel through coastal areas to convey news to public
- Books, Dictionaries, Bible translation.
- September 15th, 1556 first printing machine set up in Goa, India.
- September 6th, 1557 first book ‘Doutrina Christ’ was published by St. Francis Xavier, they used Mental Typeface for printing.
- In 1578 ‘Doutrina Christ’ was translated in Tamil and it’s the first Tamil Book in Indian Language.

Printing Press in India

- First printing press set up in Goa in 1556, September 15th ‘Doutrina Christ’ was printed.
- Second printing press set up in Coramandal Coast, ‘Flos sancprum’ newsletter printed and it’s the first Tamil Nadu printing press.
- Third printing press in Bombay, ‘Bhimji Parekh’ was printed.
- Fourth printing press in Kerala, ‘Tamil Portuguese Dictionary’ was printed.
- Fifth printing press in Thanjore district and it’s the second press in Tamil Nadu.
- And next 15years many printing press were set up in India.
- In 18th century Grammar books were published in southern languages.
- In 1714 first copy of new testimony in Tamil was published
- In 1779 Tamil-English Dictionary was published.

Newspapers in India - 18th Century

- In 1780, January 29th first newspaper 'Bengal Gazette' by James Augustus Hickey and Hickey is known as the Father of Journalism.
- In 1780, November second newspaper 'India Gazette' by Bernard Messnik and Peter reed.
- In 1784 third newspaper 'Calcutta Gazette' alias 'Oriental Advertiser'
- In 1785 fourth newspaper 'Bengal Journal' by Thomas Jones – published government advertisement at free of cost (above papers were given postal concession for wide circulation).
- In 1785 'Madras Courier' by Richard Johnston
- In 1789 'Bombay Herald'
- In 1790 'Bombay Courier'
- In 1791 'Bombay Gazette'
- In 1798 'Madras Gazette' by Robert Williams.
- In 1795 'Indian Herald' by Humphreys.

Bengal Gazette

It also known as 'Calcutta General Advertiser', but it stays alive for two years only. Advertising was prominent; the thickness of the paper is similar to hard board, hence the printing wasn't so clear. It has only two pages. Most of the news were taken from European newspapers, therefore isn't attracted by Indian readers. Government scandals were highlighted and it's totally views against the government, hence to control the Bengal gazette, government of India started 'India Gazette'.

India Gazette

It was supported by the Calcutta government. Fancy journalism started in second newspaper itself. Aim of the newspaper is to develop their business. Initially there was fought between Bengal gazette and India gazette, typefaces were supplied to both the newspapers but later it was stopped for Bengal gazette. The size of the newspaper is 16x10 inches; it introduced the column news.

Calcutta Gazette alias Oriental Advertiser

It's a tabloid, it's the first newspaper introduced tri language (English, Persia and Bengali) printing in single paper. Government supported the paper.

Newspapers in Madras

- In 1785, 'Madras Courier' the first newspaper came to Madras, it's a four pages newspaper two pages for news, third page for reader's forum and last page for advertisements, government decided to give advertisements.

- To control the press, suddenly government passed 'Censorship Act' in 1795 in Madras (for particular newspapers). After 1799 the 'Censorship Act' was implemented to all newspapers in India. New laws to press, before publishing the news proof sheets of the content should submit to the government. Hence 'Bengal Gazette' newspaper banned.

Newspapers in Bombay

- In 1789 'Bombay Herald', first newspaper in Bombay and it's a weekly.
- In 1790 'Bombay Courier', second newspaper in Bombay and founded Lukensh Burner by employees of east India Company. Bombay courier later renamed as 'Bombay Times' and in 1791, first newspaper published Indian language advertisements in Gujarati.
- From Bombay Times two newspapers were originated, India Times and Bombay Gazette. In 1791 Bombay Gazette newspaper gave import to Letters to the Editor.

Newspapers in India - 19th Century (eventful period of newspapers growth)

Christian missionaries started newspapers in India and also development of Vernacular newspapers started (Indian Language newspapers).

Lord Wilson wants to control the growth of Indian newspapers - news was against the government. Band for Sunday newspapers, news should publish only after references, declaration (imprint, about the newspaper details and these details filled in Magi state court) should submit to the government, no military and political news, if press violates the rules then immediate penalty/punishments. Government introduced concession deposit for newspapers.

- Lord Milton gave liberty to newspapers; again 'Bengal Gazette' newspaper came into play in 1816, under the ownership of Gangadhar Bhattacharya first Indian to own the newspapers - remembered as a pioneer of Indian own newspaper.
- Same year, James Mickenzie and John Bull started first Sunday newspaper 'Oriental star' and government banned it. Later they got permission from court and started the paper but court strictly ordered the paper's employee not to work Sundays. Slowly the liberty to press came into play.
- In 1818, Sharapov missionaries started first newspaper 'Dig Darshan' monthly, it space to historical data and political news. Dr. Cray was the editor, after gone through the laws of press the monthly became weekly then changed the 'Dig Darshan' in Bengali (Vernacular language), it survived for four months. After four month it renamed as 'Samachar Darpan'. 1819 J.C. Marshman took over as editor; paper sold for one rupee and it becomes bilingual (Bengali-Hindi) in 1829.
- In 1818, second newspaper 'Friend of India'. The Sharapov missionaries' newspapers started to critic the Hindu religion values.

Raja Ram Mohan Rai

He was a social and religious reformer. Founder of Brahma Samaj (an Indian socio-religious reform movement), he fought for women freedom and also abolished practice of sati. He is the father of Indian language journalism, because his contribution to journalism was in creditable.

- In 1829 he started his first newspaper 'Brahminical Magazine' in Bengali.
- Renamed as 'Brahminical Sevedhu' in Hindi-Bengali.
- Second 'Samvad Kaumudi' in Bengali.
- 'Mirat-ul-Akhbar' first newspaper in Persian language.

Ram's newspaper propagated - freedom of press, Indians in high ranks of service, and separation of the executive and judiciary, political philosophy, liberalism, individualism and freedom for women.

James Silk Buckingham pioneered the letters to the editor column and write news with human interesting stories. He believes journalism dispels ignorance and also fought for the freedom of press, hence is called as 'champion of freedom of press'.

- In 1818 'Calcutta Journal' - eight pages paper and twice a weekly.

After 1827 Indian press divided into two parts – Indian press (support by Indian freedom fighters) Anglo-Indian press (support by British).

Queen Victoria gave liberty to press. In 1858, separate rooms for editors, reporters were given for first time given. She invited the local people to take part in the administration.

In mid of 19th century 'The Hindu', 'Madras Mail', In Bombay 'Times of India', In Calcutta 'Telegraph' and in Allahabad 'Pioneer' were started.

- In 1844, telegraph lines were introduced, information pass through the telegraphic lines to the press office.
- In 1861 'Times of India' was born from already three existing newspapers Bombay Times, Bombay Standard and Telegraph and the Courier.
- Reuters was the first news agency all over the world - Times of India and Bengali newspaper subscribe news from them.
- In 1875 Robert Knight takes off the 'Friend of India' newspaper and also started 'Statesman'. Later he combined the both the papers.
- In 1876 Lord Lytton Viceroy of India, he fought – press and government weren't in good relationship, hence he wants to make them close.
- Robert Knight and Lord Lytton started the special press bureau (now its press information bureau).

- In 1878, Vernacular Act was brought by British, to control the growth press in India. The Act says, if press violates the rules the sentence would be, for the first time - apology, second time – postal concession and license will be cancelled and third – personal properties will be affected.

Hindu

- In 1878 'Hindu' monthly started by six people - G. Subramania Aiyer, M. Veeraraghavachariar, T.T. Rangachariar, P.V. Rangachariar, D. Kesava Rao Pant and N. Subba Rao Pantulu.

- In 1883 Hindu published as Tri-weekly (Monday, Wednesday and Friday evening).

- In 1885 the Indian National Congress was born (A.O. Hume, founder of INC), the Hindu supported the government activities and wide coverage (INC first session increase thenational news significance) then

- In 1889 the Hindu published as daily. {Achievements, in 1940 - first to introduce colour, 1963 – aircraft for distribution, 1980- First to use computer aided photo composing, 1995 – first paper to go online and 1999 – becomes national newspaper}.

In 1889 Official secret act imposed only on military news, later in 1903 it extended to other news. Last quarter of 19th century, the newspapers - covers public speech, discussions in the council, debates and price of paper were less. Steam engine printing came into play. Wire services were introduced.

Newspapers in India - 20th Century

News Agencies

- Paul Reuter, German founded 'Reuter' news agency. In London, news agency 'Central press news agency' distributed news to local newspapers. So Paul changed his views to give news to international agencies.

- 'Bombay Times', 'Bengali' newspapers in India for first time used Reuter agency.

- Due to competition USA, started 'Associated Press' news agency. AP started its limb in India, 'Associated Press of India' in 1910. But that doesn't concentrated on Indian base news hence public didn't welcome it.

- In 1910's Congress split into two (due to changes in the capital of the nation) -liberals and nationalist. Liberals supported the change but Nationalist opposed it.

- The Newspapers in India was also split into two, new rule of laws introduced to suppress the growth of press.

- In 1915, 'Free press of India' it was the first news agency founded by Indians. It's fully concentrated on Indian news, hence newspaper subscribe news from them.

- British government implemented strict laws to control the newspaper growth. Due to the law, 'Free press of India' changed as newspaper in an overnight. But it wasn't welcome by other newspapers in India.
- In 1930, other newspapers joined hands together and started 'United press of India'
- After independence FPI and UPI gone down, again six newspapers joined together and started 'Press Trust of India'. Due to competition PTI, working journalist started 'United News of India' in 1961. Later many news agencies came into play; today we have more than 33 news agencies in India.

Annie Besant

- In 1916, Home Rule League established by Annie Besant and Bal Gangadhar Tilak, she used print medium a propaganda vehicle. She started 'Madras Standard' and renamed as 'New India'.
- New India came with full page editorial; news reflected the nation and freedom struggle. Her writing and ideas of editorial were appreciated; she involved herself in print medium.
- In 1919 government introduce Rowlatt Act (government had the power to arrest people without trial they suspect with the charge of terrorism). Hence she fought for freedom of press through her writing.
- In 1920, Annie started National University to bring discipline in journalism. Diploma in journalism course was started, internship for student in New India. Thus she called as 'Torch Bearer of Indian Liberty' and 'Pioneer of Journalism'.
- Due to the first World war there was a setback in the newspaper industry, hence printing cost were increased on side and subscriber of the newspapers were decreased on other side.

Gandhi

- In 1915 Gandhi returns from South Africa. He started a chain of newspaper, 'Young India' and 'Naveglean' weekly in Gujarati. His writing styles were simple and clear to the readers, hence unity and liberty spread among Indians.
- Gandhi's disciples started the same newspapers in other languages in India, and then he took part in freedom struggle.
- In 1921 worldwide campaign on poverty, women rights, ending untouchability and so on. In 1930, Dandi Salt March (protesting British-imposed salt tax) was given wide publicity by the newspapers.
- Indian National Congress government later reduced the press laws hence the INC and press becomes closer.
- In 1938, 'National Herald' newspaper was started by INC; it's fully supported the INC activities.

- In 1941, 'Dina Thandi' Tamil newspaper daily was founded by Sri. Pa. Aditanar, with its first edition from Madurai.
- In 1941, first Advertisement Company 'National Services Company' started in Bombay. From 1941 to 1950 was the only service company for advertisements.
- In 1940's Indian Eastern Newspaper Society, now it's Indian Newspaper Society, it acts as a bridge between newspaper organization and the government. News prints were allotted by the government according to the requirement of newspapers.
- Vernacular press came into play to develop the Indian languages. From 1780-1947, of print revolution in newspaper industry.

SYLLABUS

HISTORY OF JOURNALISM

Course: 1 - **HISTORY OF JOURNALISM WITH SPECIAL REFERENCE TO INDIA**

No. of credits: 4

No. of contact hours per week: 6

Aim of the Course: To give an idea about the beginning of journalism in the world so as to have a better understanding of journalism today.

UNIT I - Introduction

- Definition of Journalism - Nature and Scope - Principles and Functions.
- Journalism and Mass Communication Media
- Concept of the Fourth Estate
- Democracy and the Press - Freedom of Press.
- Early forms of Mass Communication - Use of symbols and signs - messengers - *Dutas* - Proclamations - use of animals and birds - use of writing - Edicts of Asoka - Roman tables.
- Primitive types of journalism - practices in Rome and Ancient China – War reports under the Mughals - Manuscript newspapers under Akbar - Bulletins on the newly discovered regions - Bulletin of Venice.

UNIT II - Emergence of Modern Journalism

- Print Media - Printing in China - Importance of Print Revolution - Beginning in Strassburg - in Britain and Holland.
- Early Newspapers - *Relation* from Strassburg
- Early Newspapers in Britain - *Weekly News* of England (1622) - Work of Nicholas Burne - Milton and Freedom of Press.
- Early Newspapers in USA
- Genesis of Modern Indian Press - Printing - Portuguese Machineries - Beginnings of the Press in Bengal - James Hicky - Buckingham - Raja Ram Mohan Roy.

UNIT III - Development of Popular Press

- Development of education during the closing decades of 19th Century.
- Newspapers in the West - Joseph Pulitzer - William Randolph Hearst – Lord North Cliff.
- Intervention of the Press in specific Historical context – American Revolution and French Revolution.
- Popular newspapers - working class newspapers - *Herald* - *London Times* - *Guardian* - Advertising and Journals - Cost of Production – purchasing power of common man.
- Newspaper magnates - corporate bodies - *New York Times*.
- Collection of News - Early modes - Telegraphic communication – Morse code - Radio - Electronic Revolution - Online Journalism.

UNIT IV - Beginnings of the Modern Indian Press

- Pioneering Attempts - James Hicky - *Bengal Gazette* - Early publications from Bengal - *Calcutta Gazette* - *Bengal Journal* - *Oriental Magazine* and *Calcutta Chronicle*.
- James Silk Buckingham and the *Calcutta Journal* - Contents of the early English journals.
- Freedom of press - Attitude of the English East India Company – Measures against Hicky and Buckingham - Anti Indian Press regulation of Lord John Adams - Critique by Ram Mohan Roy - Repeal of the regulation by Charles Metcalf.
- Ram Mohan Roy and the Indian Press - *Brahmanical Magazine*, *Persian Weekly*, *The Sambad Kaumudi* - Aspects of Acculturation.
- Beginning of newspapers in Indian Languages - Gangadhar Bhattacharya - Works of Serampur Missionaries - the *Dig Darsan* - *Bombay Samachar* in Gujarati - *Sayyad Un Akbar* in Urdu - *Rast Gofthar* - *Madras Courier* -
Kannada Newspapers from Bangalore.
- Aims and Objectives of the Early Newspapers.
- Role of Press in the 19th Century Social Reform Movement and anti British struggles - Press and the Revolt of 1857 - Impact of Revolt on the Press - Press Censorship of Lord Canning - The *Hindoo Patriot* and the peasant movements.

UNIT V- Developments in the Second Half of 19th Century

- New Publications from Bombay - Calcutta - Alahabad and Madras.
- Repressive measures of the colonial government - Vernacular Press Act of Lord Lytton - Repeal of the Act by Lord Ripon.
- Impact of Technological Development - Telegraph - Roeter Telegrams - Establishment of the Associated Press of India - Free Press of India New Agency - United Press of India.

UNIT VI- Press and the National Movement

□ Nationalist Press - Cultural awakening - media as the agency and the instrument of the propaganda - social change - Pamphlets - Journals - Newspapers – Role played by Libraries and Clubs.

□ Important Newspapers - *Kesari* and *Maratha* of Tilak - *Spectator* – The Press and the Partition of Bengal - Annie Basent and the *Common Weal* - Gandhiji and the Press - *Harijan* and *Young India* - *Leader* – *Bombay Chronicle* - *Hindustan Times* - *Swarat* - *Mathrubhumi* and *Bhaji Bharatham* from Kerala.

□ Indian Press Act of 1931 - *Hindustan Standard* and *Yugadhar* - Revolutionary Terrorists.

□ Nehru and *National Herald*.

□ Quit India Movement and Indian Press.

Readings:

Agee, Ault & Emery, *Introduction to Mass Communication*.

Asa Briggs, *A Social History of Media from Guttenberg to the Internet*.

Gardiner Lambert, *A History of Media*.

Kamath, M.V., *Professional Journalism*.

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Ramakrishnapillai K., *Vritantha Patra Pravarthanam* (Malayalam).

Venugopalan T., *Patralokam*.

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Herman Edward and Nom Chomsky, *The Political Economy of Mass Media*.

Krishnamurthy Nadig, *Indian Journalism*.

Mehta D.S., *Mass Communication and Journalism in India*.

Natarajan, S., *A History of the Press in India*.

Raghavan G.N.S., *The Press in India*.

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