

COMMUNICATOR

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Message From Editor-in-Chief

At the outset, I wish to express my gratitude to all the academicians and scholars who participated and presented papers at the National Seminar on “The State of Indian Language Journalism and Training” organised by IIMC with support from Indian Council of Social Sciences and Research (ICSSR) on October, 29 and 30, 2018 at IIMC Campus.

The conference was organised to commemorate the silver jubilee of our Eastern Regional Campus at Dhenkanal, Odisha from where we started our first language journalism programme in Odia. In the last three years, we have given a major push to language journalism launching a Malayalam Journalism programme at our Kottayam, Kerala campus and Marathi Journalism programme at Amravati, Maharashtra campus.

This apart, we have upgraded the Certificate programme in Urdu Journalism to a full fledged Diploma programme. We have even started a three months Advanced Certificate Programme in Sanskrit Journalism in collaboration with the Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeeth besides setting up the Department of Indian Language Journalism. Future plans include starting Hindi and Urdu Journalism programmes from our Jammu campus and Bangla from our Odisha campus.

Apart from the papers presented at the conference, many eminent academicians have also contributed to this volume. I am confident that this special issue on the state of Indian language journalism and training would be a collector’s issue for both students and scholars as also media persons across the country and would help them in better understanding of the issues at stake and take requisite steps to improve the quality and standard of both language journalism and training at a time when language journalism is growing by leaps and bounds.

I also wish to place on record our appreciation for the efforts put in by the Seminar Chairman, Prof. Hemant Joshi , Convener, Ms Shashwati Goswami and their team in making it a huge success. Heartiest Congratulations and best wishes to Dr Surbhi Dahiya, the new Editor of Communicator and members of the reconstituted Editorial Board, for bringing out this much needed volume.

K. G. Suresh
March 11, 2019
New Delhi



K. G. Suresh
Editor-in-Chief
Director General, IIMC

Editorial

It is my pleasure to bring to you the latest edition of Communicator, the journal of Indian Institute of Mass Communication. This edition's theme is centered on "The state of language journalism in India" and was met with an overwhelming response. Over 42 research papers and 14 book reviews were received that went through a double blind peer review process. Out of these, we have selected 22 papers and 9 book reviews for publication.



Dr Surbhi Dahiya

Editor, Communicator

Course Director, English Journalism

This journal aims to engage with key issues that concern the consumption and diverse use of Indian languages across mediums. It introspects the scope of journalism in Indian languages and the difficulties that regional languages face in the world of journalism. The journal includes papers received from both India and abroad, ranging from Assam, Maharashtra, Bengal, Orissa and Bihar to Bangladesh and USA.

Research has revolved around various themes. For instance, the adaptation of employees and news organisations to new technology has been thoroughly analyzed and studied in one of the papers. When it comes to regional language journalism, the journal explores the mapping of the regional television network in Assam, as well as the emergence of language press in the same region.

Media convergence in Marathi, a language instrumental in bringing about national awakening during the tumultuous times of India's fight for independence, was also explored in one of the papers. The state of Marathi language journalism has also been assessed in another paper.

The media is plagued with various dichotomies and dogmas, prominent of which is the clash between sovereign journalism and earning reasonable profits. This problem with context to the regional language media has been talked about in one of the papers. Specific content analysis of National Newspaper Dailies in context to Financial and Economic news has also been covered in the journal.

One cannot appreciate independent journalism without paying homage to the Hindi language, without which the entire freedom movement would have been thwarted. The journal includes papers that engage in conversations related to the changing trends of language presentation in Hindi electronic media, analysis of the situation of regional reporters and tabloidism in Hindi digital media platforms.

Certain papers also address Indian languages in the exponentially growing digital media scenario. Understanding fake news and implications of social media usage in news production of Hindi mainstream media are examples of issues explored in research papers included in the journal.

Bengali, the language of the state that introduced the country to the newspaper, is another such celebrated language that is the language of a thriving media till today. Papers have explored recent trends in Bengali newspapers, and it's role in the national development. The journal also brings to the fore, content diversity in 'Prabhat Khabar', a leading Indian language newspaper from Bihar.

With roots tracing back to the 10th century AD and a long history of rich literature, the ancient Indian language of Odia is considered to be an important classical language. The regional language TV channels in Odia and a study of the Odia Diaspora has been explored in this volume.

Back before independence, Urdu poets and writers unleashed their complete wrath on the subversive colonial British power. Years after independence, the language is still cherished by many who understand its true value. The challenges and possibilities of Urdu journalism in the present day and age, as well as on social media have been studied in research papers that are included in the journal. Another study has explored the role of effectiveness of language used in reporting health campaigns in Delhi and NCR. A paper also seeks to understand traditional folk media as a tool for social history, exploring tribal myths, folk tales, and songs in Colonial India.

Furthermore, issues and challenges in journalistic education in Indian languages have been further explored in the form of a status report as part of the journal. The role of Bangladeshi newspapers in promoting regional consciousness is also a part of this special issue.

Apart from the research papers, 9 book reviews also form an integral part of the journal. Various books based on contemporary issues have been reviewed. 'Netflix and the reinvention of television', 'Strategic Communication Theory and Practice: The Co-creational Model', and 'TRP Trick- How television media was hijacked!' are some of the interesting reads critiqued by authors.

This journal aims to celebrate the inclusion of India's vast diversity and multiculturalism in journalism. I hope that in our efforts, we have ensured that academicians, scholars and students benefit from the same, and engage in meaningful conversation regarding contemporary issues with regards to the state of regional language journalism in India and across the world.

Dr. Surbhi Dahiya

March 7, 2019

New Delhi

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From Resistance to Adaption: Journalists' Use of Sense-Making and Response to Change-Communication During A Workplace Innovation

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Abstract

Resistance to change and innovation at the workplace is not a new phenomenon. Scholars of organizational communication, however, have traditionally studied such developments from a top-down perspective, where resistance is presumed to be a necessarily negative force. This study attempts instead to understand why employees in a news organization, in this case journalists, resisted change at the workplace, how they used sense-making as a tool to negotiate meanings and resolve conflicts, and the role of effective change-communication in the journey from resistance to adaption. Findings indicate sense-making was used as a tool by journalists to both increase and resolve conflict. Further, quality of change communication and participatory communication or participation in decision making had a positive impact on reducing strategic, structural, and job-related uncertainties during change process. Most organizational communication research studies change from a management perspective. Findings of this study offer new insights into how journalists as employees view change process and the role of change communication and sense-making in resolving newsroom crises.

Keywords : change-communication; India; journalism; media organization; resistance; sense-making; textual analysis.

Introduction

News organizations are struggling to keep pace with rapid developments on the technology front as well as in audience consumption habits. Nowhere is this more apparent than in the online strategies of these organizations (Tameling and

This study attempts to understand why employees in a news organization, in this case journalists, resisted change at the workplace, how they used sense-making as a tool to negotiate meanings and resolve conflicts, and the role of effective change-communication in the journey from resistance to adaption.

Broersma, 2013). While many of them are keen to utilize opportunities offered by digitization, finding a viable business model that makes online platforms profitable, and encourages employee buy-in, have often been big challenges. Several recent studies have examined convergence processes in newsrooms (e.g., Boczkowski, 2004; Fioretti and Russ-Mohl, 2009) and associated challenges (Kolodzy, 2006; Lawson-Borders, 2006; Quinn and Filak, 2005; Singer, 2004). One common finding in most of these studies is a lack of support or resistance from journalists during major technological change processes.

This study attempts to examine how journalists react to technological change processes in India—to understand why they resisted change, how they used sense-making as a tool to negotiate uncertainties, and the role of change-communication in resolving those uncertainties.

Resistance to change (Coch and French, 1948; Burnes, 2015) especially when change is related to technology use, is not a new phenomenon in organizations (Jones and Van de Ven, 2014; Buchanan and Badham, 1999). Effective and timely management communication that explains reasons and effects of a change process to stakeholders and is inclusive in its approach, is critical to resolving resistance to change. Some studies have found that one way for organizational leaderships to overcome likely employee resistance to engage in dialogical communication and build partnerships (Kotter, 1995; Applebaum, Degbe, MacDonald, and Nguyen-Quang, 2015).

But why is resistance so often the first reaction to change? Arguing that most change process are management-driven and top-down, Terry (2003) says lack of effective change-communication between stakeholders causes stress and uncertainty among employees, who then try and make sense of the change process based on limited communication (Maitlis, and Christianson, 2014) – leading to a path of resistance. Such resistance may manifest itself differently, depending on the nature of change communication and feeling of inclusion among key stakeholders. Understanding how employees use sensemaking as a tool to navigate issues that are ambiguous or confusing, and exploring best practices in change communication strategies are, therefore, key management challenges in organizations including in media entities.

Change-Communication and Sense-Making During Organizational Change

Change Communication: Change communication refers to a communicative process that aims to influence attitudes and mindsets of target groups to achieve organizational change (Frahm, 2017). Such communication can be top down and monologic, where those in a position of power make decisions about change. Dialogic change communication on the other hand is an inclusive two-way process where different perspectives and relations are considered, and power is shared among all stakeholders. Dialogic communication is open to emerging ideas and strives to achieve its end goal out of these conversations (Frahm, 2017). The role of dialogic or inclusive change communication in resolving workplace conflicts, is fairly well-documented in media management literature (e.g., DiFonzo and Bordia, 1998; Elving, 2005; Lewis and Seibold, 1998; Schweiger and Denisi, 1991;). In

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fact, some studies have argued that successful change communication must be participatory or dialogic, address strategic, structural and job-related uncertainties of stakeholders, (Heracleous, 2002), and limit misunderstandings (Barett, 2002). They argue that most organizational change programs fail because of the role of change-agents or the lack of proper change communication that leaves employees with little communication to make sense of what is going on (Bennebroek, Gravenhorst et al., 1999).

Sense-making: Sense-making is a continuous and reflective development of messages that justify the actions of concerned individuals within an organization (Weick, Sutcliffe, and Obstfeld 2005). It is a process through which employees may attempt to understand events around them that seem “novel, ambiguous, or confusing” (Maitilis and Christianson, 2014. P.57). Weick (1995) argues that organizational sense-making is about understanding how an issue has come to be one of significance for members, what it means to them and asking: “now what should I do” (p.410).

When changes are set in motion in an organization, such change is an attempt to channel human action toward a certain end, to give it specific shape through rules and meanings (Tsoukas and Chia 2002, p. 570). Because communication is essentially interpreted, stakeholders make sense of what the other is trying to communicate and enact this sense back into their daily lives (Weick, p. 412). For instance, does making sense of communication take place in dialogues where language is used to rationalize actions and a situation is “talked into existence” (Taylor and Van Every 2000, p. 58)? Further, change is often initiated by top management and when such changes are communicated, they may be top-down. How does sense-making work in such contexts?

Indeed, when situations are talked into existence, communication is enacted in a way where sense is driven more by plausibility than by accuracy (Poole, 2014, p. 63). This is activated by isolating attributes from the environment that in turn are influenced by organizational identity. Negotiating this process of sense-making may occur through the four steps of arguing, expecting, committing and manipulating (Pool, 2014). When an organization faces a crisis-like situation, stakeholders resist change through their own sense-making and threaten the goals of an organization. The less adequately the sense-making process is directed at a crisis, the more likely it is that the crisis will get out of control (Weick, 1988). Sense-making at such times is often enacted through a social process (Smircich and Stubbart, 1985) where specific parts of a communicated message are singled out and preconceptions formed based on what is understood of that fragmented communication. Subsequently, stakeholders act based on these notions. The resultant action of stakeholders – employees of an organization for instance, tend to confirm preconceptions.

The final piece in this puzzle is the issue of commitment. Previous studies have found that in some cases, once a stakeholder such as a journalist, is committed to an action, they create an explanation to make sense of that action. This paper uses a case study to explore how these four steps unraveled during the change process and the role that sense-making and change communication played in resolving the crisis.

Sense-making is a continuous and reflective development of messages that justify the actions of concerned individuals within an organization

One continuing concern with media management literature that examines resistance to change, is that most studies in this area examine resistance to change from a management perspective (Lewis, 2014). Stakeholder interactions tend to be viewed through the lens of resistance constructed in a negative frame and characterized as dysfunctional. Studies that have examined dissent in organizational contexts through a more ground-level lens (e.g. Alasadi and Askary2014) have mostly found that resistance is often a tool for sense-making to create social support. It can heighten a crisis or mitigate it, depending on how change communication impacts sense-making. How stakeholders enact this process of sense-making and the role of change communication in conflict resolution is an area that fewer studies have looked at (e.g. Martinez and Perez, 2012; Bordia et al. 2006). Bordia et al (2004) identify three types of uncertainties that lead to employee resistance during change processes – “strategic, structural and job-related” (p.510). Strategic uncertainty refers to lack of clarity among stakeholders about why a certain change or innovation is taking place. Structural uncertainty refers to fears and confusion among stakeholders about possible changes in chain of command and organizational hierarchy. Finally, job uncertainty refers to stakeholders’ fears about the relevance of their skill sets and job roles post the change. They argue that each type of uncertainty and how change communication addresses these uncertainties, may lead to employees indulging in specific behavior such as arguing, expecting, committing or manipulating as they try and make sense of available communication. When a radical change process takes place in a legacy or traditional newsroom therefore, many of these processes may be observable.

Sense Making and Change Communication in a Newsroom Environment

Media houses today are constantly adapting to ongoing technological changes and experimenting with new ways of doing business (Lewis, 2012; Singer, 2004) to reach out to a wider consumer base and stay ahead of the game. As a result, journalists too are under great pressure to update their skills and keep pace with digital and social media innovations (García Avilés et al., 2004). While some, perhaps relatively younger journalists are increasingly convinced of the merits of new technology (Ryfe, 2012; Ekdale, et al., 2015), others are less likely to be equally receptive to change. The idea of a converged newsroom as an ideal solution (Dailey et al., 2005; Aquino et al., 2002; García Avilés et al., 2009) to meet new market demands (Saltzis and Dickinson, 2008) is also an ongoing experiment in many media organizations. However, as many of the studies cited earlier found, the idea of an integrated newsroom continues to face resistance from journalists and other stakeholders, particularly when such changes are perceived as a hindrance to producing better journalism (Daniels and Hollifield, 2002; Sylvie and Moon, 2003) or if journalists fail to make sense of the connection between change initiatives and producing a better product (Gade and Perry, 2003). Taken together, much of this existing body of literature presents a “a fuzzy picture of a confused profession” (Tameling and Broersma, 2013, p.22). While some journalists seem to be convinced that sharing content, sources and ideas between different platforms is an efficient tool for journalists and that multimedia skills can provide them with more job possibilities, others are insecure about their ability to obtain such skills (Dupagne and Garrison, 2006; Fioretti and Russ-Mohl, 2009; Kolodzy, 2006; Lawson-Borders, 2006).

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This study does not claim to resolve this “fuzzy picture” but aims to contribute to scholarly understanding about how journalists react to change processes and the role of dialogic communication in mitigating or resolving such resistance, by using participant observation and textual analysis as research tools. Using these tools, we examine the role of change communication during a specific organizational change process – the redesigning and overhauling of a news website to a different platform – to understand why and how journalists resisted change, how they used sense-making as a tool to negotiate uncertainties, and the role of change-communication in resolving those uncertainties.

DeMunck and Sobo (1998) argue that participant observation can be a very powerful research tool in studies where the scholar is attempting to access “backstage culture” (p.43); it provides an opportunity for scholars to find detailed description, which can then be interpreted to describe “behaviors, intentions, situations, and events as understood by one’s informants” (p.43). It also is a chance to observe stakeholders in a natural experiment situation. We agree with DeWalt and DeWalt’s (2002) argument that participant observation enhances the quality of data collection and interpretation. Textual analysis of available emails and chat messages between different stakeholders also offer key insights into some of the uncertainties faced by the employees, how they used sense-making to negotiate those uncertainties and how change communication resolved some of the uncertainties.

The overhaul of a news website and web design platform of a large multiplatform media organization in India offered an interesting case study to analyze this process from resistance to adaption and the role of sense-making and change-communication during a crisis. With a view to examine how sense-making was used as a tool by journalists during the change process and to examine the role of change communication in resolving the challenges, this study proposed the following research questions:

- RQ1: What were the key uncertainties that led to journalists resisting the change?
- RQ2: What role did sense-making play in negotiating and mediating uncertainties?
- RQ3: How did Change Communication from the management help negotiate journalists’ resistance and uncertainties?

The organization in this study is based in India—a mid-sized English media house that employs over 1000 people in various editorial and non-editorial (e.g. sales, marketing, circulation, printing press) capacities. Its newspaper sold over 1,000,000 copies in 2013 and its English news website recorded an average of 11 and 12 million Page Views (PV) a month in 2013, with roughly 2 million Unique Visitors (UV) a month, according to its own records.

The organization’s management was keen to grow these numbers, especially the digital platform, and believed that an overhaul of the older web-platform and a complete digital redesign was the best way to make the website more efficient and capable of sustaining higher traffic. A new PV target of at least 25 million was set for the next financial year (2014-15)—a 100% projected rise in 12 months. The technical team report mentioned it would take around 8 to 9 months to implement the new software, train the staff, run a Beta test (a soft run) and iron out glitches, before the new-look website could be launched for public consumption.

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It is important here to clarify the difference between PV and UV, to better understand why this change was considered important by the management. Unique Visitors (UV) is essentially the total number of individual visitors to a website, calculated by monitoring the unique IP (Internet Protocol) addresses of each web user. Page Views (PV) on the other hand is the total number of web pages that have been viewed during a certain time by all consumers. Each click of the button or each time a user 'refreshes' the page, counts as a new page view. Increasing the former is similar to increasing readership for a newspaper or viewership for a TV channel. Increasing the latter sends out a message to advertisers that consumers are spending more time on the website, since they are viewing multiple pages or news items and are therefore more likely to also notice more advertisements while on the website.

In March 2013, the management in an internal memo to all editorial employees, communicated a plan for the complete overhaul of the website. A December 2013 deadline was set to carry out the changes to put the final product out in the public domain by January 2014. The innovation was particularly challenging for the online editorial team, as this meant adapting to a new web platform, a new work-schedule and learning to implement new technology almost at the same time as it was being tried out. In January 2014, the new-look website was launched after overcoming significant and multiple layers of resistance from employees. Once adopted and launched, the site's page views indeed doubled in the next 12 months. However, this success was achieved through a process of sense-making with strong initial resistance from the editorial staff.

Why did the editorial staff resist the change initially? How was sense-making used as a tool to manage the conflict, and what role did change communication play in the transformation from resistance to adaptation?

Research Methodology

This study began as a work of ethnography, as a participant observer of the change process. The first author was actively involved in the change process as a member of the editorial leadership team liaising between the editorial team and the management for the entire 12-month period during which the change process was started and completed. During this time, the author could observe from proximity the feeling of uncertainty, frustration, expectations, motivation and finally acceptance of change among the editorial team members/journalists. However, we are cognizant of key concerns that this research tool brings to the table, including possible researcher bias. It is important to recognize the differences in people's experienced meaning, and the stories they tell about this meaning (Polkinghorne, 2007). Observation notes and the interpretations drawn from the observations were therefore compared with textual data taken from online correspondence (e-mail and online chat messages) between various internal stakeholders from March 2013 to April 2014, discussing and detailing the change process. All responses were completely anonymized. A total of 10 emails and 27 chat threads (each chat thread had multiple conversations within them) were analyzed for this purpose. While there probably were many more online and offline conversations that took place between various stakeholders during

The author could observe from proximity the feeling of uncertainty, frustration, expectations, motivation and finally acceptance of change among the editorial team members/journalists

the change process, it was not possible to gain access to all of them. Only those conversations, oral or written, that the first author was privy too, was considered for analysis. The 37 online communication texts were analyzed to explore emerging themes. Of the 37 emails and chats only, the initial email was from the senior management/owners – a top-down monologic message announcing the change and specific action plans. All other conversations were either between journalists/online editors trying to make sense of the situation when there was a lack of direct communication between the management and editorial employees, or conversations that referenced an email or a message from the management and then tried to make sense of that communication. When a chat thread or email originated from an online editorial person, management people were never copied on those emails or chats except in one case, that is mentioned specifically below in the findings section. Only one email originated from the management and was addressed to all online editorial members.

Procedure

All communication analyzed were between members of management and online editorial members. All identities of stakeholders have been completely anonymized throughout this manuscript since they were directly concerned with the change process. Even though the contents of the texts or the study itself posed little or no threat to members beyond what they were likely to face in day-to-day life, nonetheless, all identifying information about the organization as well as sources of all online correspondence were removed. The text was analyzed to gain deeper insight into how stakeholders were making sense of the communication actions.

When communication was addressed to multiple employees, it took the shape of an online discussion forum through email or chat exchanges. Issues that emerged from the texts dealt with employee-opinion about the process of communication during the change, whether they felt they were a part of the decision-making process and the key concerns they had at any moment in time. Even though all texts were completely anonymous in nature, we emailed members of the editorial team whose chats and emails were being analyzed, seeking their permission to use the contents of the text for this study. All employees agreed that the correspondence be used after the risks and benefits were clearly explained to them and each member assured that no names, whether of the organization or of the individuals, would be made public.

Reading these texts afresh helped us develop a better understanding of how employees made sense of what was going on, what they thought about the change process, why they resisted, and how they negotiated the slippery path of conflict resolution (Schweiger and Denisi, 1991). A four-stage change process from arguing and expecting to committing and manipulating was found in our analysis of the text. Therefore, the response to the change in the text was divided into four categories—arguing, expecting, committing, and manipulating. When the text of an online chat or an email expressed concern, confusion, pessimism, or lack of confidence regarding any aspect of the change process, that conversation or email was coded as reflecting *arguing*. When a text expressed a challenge, or an ultimatum regarding the change process – it was coded as reflecting *resistance and expectation*. When a sentence

A four-stage change process from arguing and expecting to committing and manipulating was found in our analysis of the text.

expressed satisfaction, or hope, it was coded as reflecting *acceptance*. Finally, if a sentence expressed motivational phrases it was coded as *manipulating*.

Findings

The shift to a redesigned, new-look website or the entire innovation was a change that was announced and to that extent it was a planned innovation, a modification of organizational structures and processes (Zorn, Christiansen and Cheney, 1999) that was expected for some time. However, like in any change process, how the change unfolded could not be predicted and indeed unfolded as time went on.

The management and the employees were both of the opinion that the existing website platform was creating problems of various kinds. In this, there were no difference of opinion between the editorial employees, the senior executives and the owners. The management therefore came up with the idea of a complete overhaul. An email, written by a member of the management to online editorial employees (March 29, 2013) with the subject line: Digital - the way forward, mentioned that the mission of the company was to “improve the future (of the website) in the short term as well as in the long term, and arrive at a road map to achieve the objectives”. More specifically, it mentioned three things: There would be a technological integration with the parent company’s print and online publishing through common resources such as a content management system (CMS); that there was a need to share resources and combine some areas with the parent company; and that more newsroom integration was needed to take a digital first approach.

Uncertainties and Arguing

The content of the management email led to varying levels of uncertainty among online editorial team members, with each member trying to make sense of the communication. There were strategic uncertainties about reasons behind the newsroom integration and the shifting of the CMS, as well as ambiguity about possible benefits the changes would bring about. There were structural and job-related uncertainties too, since the email mentioned sharing of human resources.

Planning and executing a technological change such as a new website is a challenge even in harmonious circumstances, for both employees and the management. When communication increases apprehension-levels, it becomes a bigger challenge. In this case study, both management and editorial employees agreed that the outdated web platform needed to be overhauled and be made more efficient, consumer-friendly and successful. However, consistent with the findings of previous studies, management members and online editorial members may not have perceived the language of change communication in a similar way. Conflict in sense-making led to confusion over end-goal and finally led to spiraling strategic (why is this change happening?), structural (will this change mean a new chain of command or new job roles?) and employment uncertainties (will I remain employable?).

Conflict in sense-making led to confusion over end-goal and finally led to spiraling strategic (why is this change happening?), structural (will this change mean a new chain of command or new job roles?) and employment uncertainties (will I remain employable?).

Expectation and Uncertainties

By the month of May 2013, some online editors were trying to communicate with the management, suggesting changes to the website they thought would be most beneficial. In an email on May 1, 2013, some editorial team members put together a proposed plan for the website's new look. Some of the members, particularly those who had worked in the organization for the past few years, had experienced poor communication from the previous management. While the new management was far more proactive, most members of the management were based out of another city. This may have led to lack of face-to-face communication or even regular interaction of any nature apart from emails. This lack of face-to-face or regular direct communication may have led to the rise in rumors, uncertainties and finally a sense of resistance to follow instructions that did not seem to stem from any two-way communication or discussion. In turn, this led to stress and tension within the team, and feelings of job uncertainty took over.

The first step in the change process that of *arguing* was evident, when on June 4, 2013, in a communication with other online editorial colleagues, one online editor wrote: "What's wrong with people? It should be mandatory to update sports section at least twice on Saturdays and Sundays too." Escalating internal arguing, another senior online journalist replied: "It is too much to expect staff, on their weekly off, to update articles from home. Everyone is allowed to enjoy their weekly offs without being bothered."

Job related uncertainties were being compounded because of lack of communication from the leadership - causing friction within the team. In a second communication between two online editors on July 29, 2013, confusion and uncertainty was again evident when one editor sent an online chat to a colleague asking: "I think this (a PowerPoint presentation for a plan-of-action meeting) covers most stuff. I spoke to the concerned person. We can send these and our initial observations by noon. But should we?"

Strategic, Structural and Job Uncertainties – Resistance to Change

As structural and job-related uncertainties increased, employees tried to cope by resisting and justifying their actions. For example, the monthly page-view (PV) of the website was conventionally communicated only on a quarterly basis to the management. However, on June 4, 2013, an online editor sent a monthly report along with an annual progress report to many members of the senior editorial team as well as management members, with the following observation: "I have attached the Excel sheet with Google analytics data from May 2012 to May 2013. In the month of May this year, we have surpassed our January page views, till now the highest in 3 years."

Here the concerned online editor was highlighting the efficiency and success of the existing platform, perhaps suggesting that a change in platform may not even be necessary, or perhaps indicating that the current editorial team was very efficient.

A month later, on July 4, 2013, another communication from online editorial team members sought to inform the management about a few designs for the new

Job related uncertainties were being compounded because of lack of communication from the leadership - causing friction within the team

website as possible alternatives to the one being implemented by the management. This communication also aired concern about online editorial employees not being consulted during the design process. A quick response from a member of the management, perhaps promising to discuss the issue, may have lowered resistance and reduced uncertainties (Bordia, 2004) among online editorial team members. Instead when management members did not reply, employees made sense of this lack of communication as a downward dissemination of information over soliciting stakeholder input (Doyle, 2000). In other words, the voices of dissenting individuals were being silenced (Conrad and Poole, 2011).

Another online communication between two online editorial colleagues on August 27, 2013 shows resistance to change and increasing panic due to lack of communication: “The management-sent design does not showcase the opinion poll on the home page. We have addressed these points to them before. That navigation arrow should be closer to the relevant button, photo galleries should be moved up, the font sizes are too big...Will these be done at all?”

Evidently, micro-level issues were slowly gaining prominence as frustration mounted. As resistance turned to hostility, even minor glitches in the new system being tested were used by the online editorial team members as proof of the deficiencies of the proposed change. For instance, the new CMS crashed a few times in September 2013 during test runs. Members of the online editorial team copiously recorded details of all downtimes (when the website was inaccessible to viewers) and at the end of the month, one of them sent another email to a senior editor liaising with the management, stating: “The new test site crashed eight times in 30 days. On 2nd September, the site crashed for an hour. Estimated loss: 20,000 PV. On 4th September, Wednesday, photos could not be accessed. Estimated loss: 40,000 PVs.” (PV = page views).

There were other examples too. A similar concern was aired by another online editor during a Google chat a few days later: “On days when we have good traffic, these crashes happen. Is it that the server is unable to take the load? We must ask them. Otherwise when we go live with the new site, it will happen frequently.”

The communication chain continued with a supervising editor replying on the same chat thread: “Yes, this is what X (another colleague) also told me. Put it on mail and I will send it to with a cc to the bosses. This is beyond our jurisdiction and a question that the management needs to answer.”

Lack of change communication coupled with sense-making based on fragmented communication – led to not only uncertainty but also an atmosphere of hostility. The quality of Change Communication or attempts to get employees to participate in the decision-making process was minimal. Resistance and uncertainty, therefore, continued because change communication and management attempts at being inclusive were perhaps not perceived as being genuine (Lewis, 2014).

Effective Change Communication at Play

Acceptance and Resolving Uncertainties Through Change Communication: With a few months to go for the deadline (to launch the website), however, members of the

The quality of Change Communication or attempts to get employees to participate in the decision-making process was minimal

management arrived at the office of the news organization from their home base. For the first time in many months, several face-to-face meetings took place between the design team and the online editorial team members, so that one could understand the others' concerns. Senior management members such as the CEO also addressed online editorial team members as well other editorial colleagues, where dialogue and feedback ensued. Online editorial team members were invited to participate in discussions regarding proposed changes.

As a result, sense-making this time did not heighten the crisis but instead reduced it as employees made sense of issues such as discrepancy (change is necessary), appropriateness (this change is best for the situation), efficacy (organization is capable of driving this change), principal support (management is committed to this change) and valence (this change is good for me too) as quality of change-communication improved.

Some examples of effective change communication were more obvious than others. For instance, when members of the management met the online editorial team for a day-long workshop explaining the change process, it led to the assuaging of strategic uncertainties. A two-day training with the new platform followed where inputs from editorial members were sought regarding how the website could be made more functional, further reducing structural and job-related uncertainties. This was evidenced in the content of subsequent intra-editorial communication as well. For instance, on December 9, 2013, a member of the online editorial team communicated with the design team, this time in a positive, friendly and participatory way: "As per our recent conversations, we have been updating the test CMS on regular basis. Please see our recommendation for a few additions that are required. You may be aware of these and might be working on the same. Here's the list."

Employees now felt as if they were genuine stakeholders and had a sense of ownership with the change process. This can also be evinced from the following communication from a senior online journalist to all colleagues on December 26, 2013: "The beta testing of the new CMS will begin from today. We are going live on January 2. It's a short deadline and all team members will have to put in extra effort. Therefore, as discussed, no leaves will be granted till the site is live. Let's do this together."

Manipulation, after Conflict Resolution

Two months after the change was finally implemented and the new website launched, resistance reduced significantly. When a senior online editorial employee communicated with their supervisor on March 19, 2014, the eagerness of the team to be a part of the change process was visible. The email contained a power point presentation created by the online team to be presented to members of the management. The first slide was headlined: "New website—a recap", while the other three subheads were: "Highest page views on different days; what is working, what is not", and "what we can do". All four slides indicated the editorial team's willingness to be a part of the change process.

On February 28, a conversation between two online editors further confirmed this transition from resistance to adaption: "We did 15 million (page views) this month

when members of the management met the online editorial team for a day-long workshop explaining the change process, it led to the assuaging of strategic uncertainties.

and it's going up. I will be in office early by 8.30 and we will have Sunday live on new site by 9. Any story you want in top 5? This change is working!"

Observations: Understanding Employee Mindsets

In hindsight, the happy end-result in this case study indicated that resistance, if properly understood, can be a critical factor in "improving the quality and clarity of objectives and strategies at the heart of a change proposal" (Ford and Ford, 2009, p.103) ultimately leading to successful implementation of a project.

As a participant observer to the entire process over a 12-month period, it was often difficult to step away and examine with an objective eye, how the change process was unravelling. In fact, as a participant in the process it was almost impossible as some of the strategic, structural and job-related uncertainties were common to all participants in the process.

One important personal lesson from the process was the realization of the critical role the facilitator or go-between can play in mediating the path from resistance to adaption. Very often during organizational change processes, dialogic and inclusive communication between management and employees may not mean every member of the senior management interact regularly with every employee. It is the liaising person(s) communicating regularly with both sets of stakeholders and acting as go-betweens, who can play a pivotal role in reducing strategic, structural and job-related uncertainties, limiting misunderstandings and moving employees from a path of arguing and expecting to commitment.

During this specific change process, most online editors/team members did not have a direct line of communication open with members of the management. Only two or perhaps three editorial members interacted with the management on a regular basis. For most online editorial employees, lack of clarity from these colleagues also led to them using sense making tools to make sense of the silence or ambiguous communication. This ambiguity was partly because these 'privileged' editorial colleagues were also receiving fractured and unclear communication about the change process from the management – with physical distance being a major culprit. Once editorial members understood however, that the management's intentions were not to curtail jobs or overhaul the work-structure but to create a platform that would be more efficient and help journalists complete more work in a shorter time (and when this message was communicated effectively), they were far more accepting of the change process and willing to work with other teams to make the change work. Understanding employees' needs, empowering them and implementing change strategies by including employees in the process were therefore all found to be important to the success of this specific organizational change.

Conclusion

The findings of the study indicate how effective change communication positively affected strategic uncertainty among journalists in the newsroom. When the management did not communicate directly with journalists, or when such

Understanding employees' needs, empowering them and implementing change strategies by including employees in the process were therefore all found to be important to the success of this specific organizational change.

communication was monologic, employees (journalists) used sense-making to create meanings out of fragmented conversations and then acted in a hostile manner, often justifying their actions. However, when the management communicated more regularly with the editorial staff, and engaged in dialogue to empower the same journalists, uncertainties regarding the purpose of the change were clarified. Further, when the management included journalists in discussions and started acknowledging their inputs, employees felt they were a part of the decision-making process. This reduced their job-related anxieties as also uncertainties regarding structures. The textual analysis also indicates that journalists were hostile to change at first mainly because they felt excluded from the change process and disconnected in terms of communication. In other words, communication—both the Quality of Change Communication as well as Participation in Decision Making—were central to how sense-making worked and how the change was negotiated.

The goal of the innovation from a management perspective was that the project had to be effective and successful. However, some of the sense-making that ensued in the initial phases of the change process may have been viewed as restraining forces by the management (Lewin, 1951) who reacted by reducing change-communication and resorting to a top-down model of communication. This resembled a linear path of problem formation to introduction of novelty to stabilization (Graetz and Smith, 2010). The overall transformation, therefore, was marked by serious employee concerns. Things improved only after the management improved QCC and employees felt that they were participating in decision making. Even if not all messages were positive, the presence of actual dialogue and engaged communication affected employee performance positively (Griffith and Northcraft, 1996) and reduced stress. By April 2014, 3 months after the change had been implemented, the website's Page Views (PV) and Unique Visitors (UV) doubled and advertising returns began to show an upward swing.

Our findings strongly suggest that journalists were not necessarily resistant to all forms of change. They reacted positively to change when it was understood as one that would aid their work and increase efficiency. It was only when change was not communicated in a timely, relevant and articulate manner, that it created a sense of resistance and an affront to their autonomy.

The findings of this study contribute to scholarly understanding of how employees made sense of a change process and behaved in a large, English news media organization in India. The findings are significant for news media organizations anywhere in the world that hope to expand their businesses in India – one of the world's largest media markets. This case study reflects how and why journalists resisted change, how sense-making played a role in the process and finally how change communication was used as a conflict resolution tool. For example, dialogic change communication had a positive impact on strategic uncertainties but may not have had similar impact on structural and job-related uncertainties. However, when communication led to journalists and the management engaging in participatory decision-making, it did have a positive effect on structural and job-related uncertainties. While the overall findings may not be generalizable to the

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entire population of Indian journalists, the English language media is similar in many respects across India, and it is likely that sense-making will be used as a tool to both heighten resistance and resolve conflict. This assumption is supported by similar findings in previous org. comm studies conducted among journalists in the United States. We believe such sense-making and participatory approach toward innovation or change communication may apply to other cultural contexts as well.

Limitations and Future Areas of Research

This study has some limitations. First, the findings are limited to a case study. While such studies based on lived experiences and analysis of actual conversations can offer rich perspectives on a phenomenon, future studies may want to use in-depth interviews with journalists to gain a deeper understanding of how different stakeholders behave during a change process or indeed why they resist change. A survey of journalists on workplace innovation may also provide more generalizable trends and patterns.

This study also did not engage with or explore the perceptions of the news organization's management team to analyze how they understood the same change process. Future research could explore at both ends of the spectrum, to help bridge the communication gap between management and journalists in mass media organizations, especially during change processes.

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While the overall findings may not be generalizable to the entire population of Indian journalists, the English language media is similar in many respects across India, and it is likely that sense-making will be used as a tool to both heighten resistance and resolve conflict.

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Language Press in Assam: Changing Phizog in Neo-Cyber Age

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Abstract

Newspapers have always played an indelible part in formation of a society through strengthening public opinion and spreading information about the who's who of the larger society. From a broader outlook it can be said that newspaper is one of the mediums that establishes the world in human mind. Though it faces tough competition from the electronic media and digital social media, yet from the growing number of newspapers in the region, it is seen that it still stands like a colossus. In Assam, newspaper journalism started in the 19th century with the publication of "Arunodoi Sanbad Patra", a joint venture of three Christian Missionaries - Nathen Brown, Oliver T Cutter and Miles Bronson. From the time when "Arunodoi" was published in 1846 till date, many dailies, weeklies and periodicals have been published in Assam. Although some of these have been short lived, yet their contribution for the development of Assamese language, Assamese journalism and the Assamese society at large cannot be denied. Gradually with the change of time newspaper journalism also underwent changes and the basic formats of newspaper also changed. Soon competition between print media and electronic media started and the supremacy of one upon the other had become a topic of debate, which is still continuing and may continue for centuries. The newspapers have been taking the advantages from unhealthy competition among the language television channels. Here a course correction is also necessary where it has been observed that often Assamese language media concentrates on local politics, scandals, scams, intrigues, etc. but seldom inform the public about the important policy decisions or trends at the center or international arenas that threaten their vital interest. It is these percales that often comment as patriotism, amounting to shortage of analysis where public also show little patience to examine the matters. These result in lack of formation of public opinion on critical issues and sometimes under the influence of middle class vested interests, helps create a mass hysteria on certain issues. A strong but uninformed and prejudiced public opinion is formed without any divergence of news and without stimulating debate.

Keywords: Assamese, Press in Assam, Newspapers in Assam, Arunodoi, Media of Assam

Assamese language media concentrates on local politics, scandals, scams, intrigues, etc. but seldom inform the public about the important policy decisions or trends at the center or international arenas that threaten their vital interest.

Introduction

The people and the language press in the state of Assam are connected to the core of formation of the identity of statehood. The language press played a crucial role during the pre-independence to the post-independence time, it gave impetus to the language moment in the late eighties and was instrumental in raising voices for autonomy and then again led to integrity at the face of the natural calamities like floods and earthquakes that have time and again ripped the state of its comforts. All the milestones and the determining factors in the state of Assam are the result of the language press that has its own distinct character and continues to form opinion and inform the people on everyday issues. The state that once was composed of more diversity before the breaking out of other northeastern states, now has a number of language newspapers than any other northeastern states.

Assam media has a 164-year-old heritage, going back to the publication of *Arunodoi* in Assamese in 1846 by the American Baptist Mission, making itself the first of its kind in the region. *The Assam Tribune* is over 76 years old and is the highest circulated English daily published from the State. The state has 800 periodicals published from Assam, 30 daily newspapers in Assamese, English, Hindi and Bengali. Most newspapers survive only through government advertisements. Among the oldest Assamese daily newspapers is the *Dainik Asam* (in its 46th year) and the *Dainik Janambhumi* (in its 39th year) published from several centres like most of the important dailies of the State (Bezbaruah, 2010). Now there are 803 registered newspapers in Assam according to the RNI.

However it would be unfair to simply culminate the entire process of struggle of the language in such a brief form and hence a chronicle of the language press seems pertinent at this point of time tracing the formation, growth and evolution of the language press and understanding its adaptability in the era of internet seems appropriate.

Newspapers in Assam

To begin with, in Assam, newspaper journalism started in the 19th century with the publication of "*Arunodoi Sanbad Patra*", a joint venture of three Christian Missionaries- Nathen Brown, Oliver T Cutter and Miles Bronson. From 1846, since the times of "*Arunodoi*" to till date many dailies; weeklies; periodicals have been published in Assam¹.

Gradually with the changes of time the newspaper journalism underwent change. The basic formats of newspaper also changed with continuous competition between print media and electronic media fighting over supremacy on any burning issues.

'*Arunodoi*': The Journey Begins

With the intent of preaching Christianity, two Christian Missionaries Nathan Brown and Oliver T Cutter set their foot in Assam in the year 1836. The very next year (1837) they were joined by another American missionary Miles Bronson in Sivasagar

Assam media has a 164-year-old heritage, going back to the publication of *Arunodoi* in Assamese in 1846 by the American Baptist Mission, making itself the first of its kind in the region.

which was the first place they landed on the fertile region of Assam. Oliver Cutter brought his own printing machine and quite judiciously set the press in the bank of river Dikhow of Sivasagar, establishing the famous Baptist Printing Press².

Though motivated with the intent of religious preaching, this joint venture, laced with a noble outlook resulted in the birth of '*Arunodoi*' in 1846, the first newspaper or news magazine of Assam. In its initial stage, the newspaper was christened as '*Arunodoi Sangbad Patra*', but in 1851 it was renamed as '*Arunodoi*'. It featured religious context apart from daily news with a line written in the bottom of the last page, resounding its uniqueness with the statement- '*Devoted to religions, science and general intelligence*'³.

Contribution towards Assamese language: Browsing through the pages of history, it has been found that, the year when Christian Missionaries came to Assam (1836), Assamese language was to a large extent abolished from schools, courts etc. of Assam. The British very strategically introduced Bengali as the medium of instruction due to logistic designs. Though the missionaries were Non-Assamese, their contribution to establish Assamese language through '*Arunodoi*' could not be undermined by the Assamese people⁴.

According to late Radhika Mohan Bhagawati, an eminent Assamese editor the medium of people's communication is language. So, the missionaries contributed immensely to establish the Assamese language through '*Arunodoi*'. The time when '*Arunodoi*' was published (1846), the Assamese language was not established as a formal medium of communication. But the missionaries tried to establish and standardized the language through their enormous publication '*Arunodoi*'. (December 21, 2005)

Adding to this, Dr. Maheswar Neog had stated, "Missionaries by publishing Assamese grammar, dictionaries, text books, science books, magazines and newspapers made '*Arunodoi*' last for thirty glorious years. This made Assamese language get back its own position"⁵.

Concerning the lifespan of *Arunodoi* there are different opinions. The reason for these differences is because of the fact that all the copies of *Arunodoi* are not available. The printing press of *Arunodoi* was sold to Assam Company in the year 1882. So many scholars agreed that *Arunodoi* had been published up to 1882. But in the book of Mrs. S.R. Ward's 'A Glimpse of Assam' published in 1884 clearly mentions that – 'this useful little sheet came to an end in December 1880'⁶.

Growth of Newspapers in Assam

The missionaries in their quest for religious penetration succeeded in establishing Assamese language through '*Arunodoi*' resulting in the re-establishment of Assamese language in schools and courts in 1873. After two decades and half of '*Arunodoi*', the religious head of Auniati Satra, Satradhikar Dattadev Goswami went to Kolkata and brought a printing press and established it in Majuli, the river island of mighty Brahmaputra and published '*Asam Bilashini*' in 1875. This newspaper could be

The missionaries in their quest for religious penetration succeeded in establishing Assamese language through '*Arunodoi*' resulting in the re-establishment of Assamese language in schools and courts in 1873.

credited to have been the first Assamese newspaper started by an Assamese. A government servant Krishna Kanta Bhattacharya published the second publication after 30 years in Jorhat which stood out for its distinctive style. He was a nationalist and supported Gandhi for 'Swaraj'. In the year 1921 he stopped the publication where the Government imposed a fine of Rs.2000 which led him to close the press and pay the fine. But that did not deter Krishna Kanta Bhattacharya who published the paper sneaking inside the press locking it from outside and circulated the papers to villages through vegetable vendors setting a record in the history of Assamese newspaper (Barua, 1999).

The Auniati Satra was also the initiator of '*Asom Tara*' in 1888, an Assamese magazine edited by Sridhar Baruah that lasted for two years. In between the year 1885, saw the birth of another monthly newspaper '*Asam Bondhu*', which was published from Nagaon by renowned writer of Assam, Gunabhiram Baruah who was the main pillar behind this publication. Bolinarayan Bora, another literary figure of those days was the editor of '*Mou*' which started in December 1886.

In 1900, an English weekly named 'Weekly Chronicle' was published and edited by Sachindra Singh and later in the year 1872, the first Bengali newspaper '*Assam Mihir*' in Assam was published from Guwahati. Chidananda Choudhary of Barpeta was the establisher and editor of this monthly newspaper. This lasted only for one year while during the same time from Srihatta '*Srihatta Prakash*' was published in 1876. In 1880, another Bengali newspaper '*Paridarshak*' was published from Srihatta with the joint efforts of Bipin Chandra Pal and Radhanath Choudhary. Even Bipin Chandra Pal edited this newspaper⁷.

In 1882, the first ever-bilingual newspaper of Assam was published from Guwahati. Hem Chandra Baruah was the editor of this newspaper. This paper has some distinctive features-

Firstly, it was the first newspaper published from Guwahati. Secondly, it was the first bilingual newspaper published both in English and Assamese. Thirdly, from the very beginning it was the first weekly newspaper and it was the first Assamese newspaper edited by an Assamese etymologist. According to Pandit Hemchandra Goswami, the contemporary Assamese prose literature follows the tune of 'Assam News'.⁸ And he claimed to have learned to write up in Assamese only after reading and observing the writing text of 'Assam News'⁸.

In Guwahati 1894, Kaliram Baruah launched another bi-lingual weekly newspaper 'Assam' which continued till 1901. The Dawn of 20th century saw the publication of '*Assam Bonti*' from Tezpur by Mothura Mohan Baruah as the first editor of this newspaper. Later editors include some great literary assets of Assamese literature one of them being Padmanath Gohainbaruah. '*Assam Bonti*' which had the great significance of being published from the north bank of the Brahmaputra, before independence which continued close to about 40 years.

In the year 1872, the first Bengali newspaper '*Assam Mihir*' in Assam was published from Guwahati.

After the decline of ‘*Assam Bonti*’, a new milestone was set in the history of newspaper journalism in Assam with the publication of ‘*Asamiya*’ in 1918. Chandra Kumar Agarwalla, another jewel from the legendary Agarwalla family of Assam guided this newspaper. This newspaper could be attributed to have initiated the modern Assamese journalism, in the true sense of the term. During non-cooperation movement the newspaper played a momentous role. A panel of assets of Assamese language and culture were the editors of this newspaper, like Sadananda Duara, Maheswar Baruah, Amiya Kr. Das, Harendra Nath Baruah, Lakhminath Phukan, Ananda Ch. Baruah, Hem Ch. Mahanta, Padmadhar Chaliha, Jyoti Prasad Agarwalla and Jogendranath Borkakoti (Dutta, 2005; p. 436).

After 8 years of Chandra Prasad Agarwalla (1938), in January 1946, under the editorship of Devakanta Baruah, ‘*Asamiya*’ became a daily as ‘*Dainik Asamiya*’ which lasted for a decade.

Asom Kesori fame Ambikagiri Roychoudhary in 1935 published a weekly named ‘*Deka Asom*’. The newspaper intended to unite a community and preserve it and its contribution towards Assamese society is incomparable. With the death of Ambikagiri Roychoudhary the publication of this newspaper was also stopped.

Dr. Sunil Pawan Baruah said that, ‘*Deka Asom*’ will act not as an inspector but rather a sterilizer of ills of the society. The newspaper played a very important role in Assamese journalism and at the same time molded the public opinion against this vital problem of the region that is the immigration problem. It should be noted that after a long period a powerful movement was started in Assam against foreign nationals. The fact should be admitted that ‘*Deka Asom*’ under the leadership of Ambikagiri Roychoudhary actually started this campaign for the preservation of the people’s identity of Assam at the initial stage (Barua, 1999).

Simultaneously in Dibrugarh a very prominent city of Assam, ‘The Times of Assam’, was the first full-fledged English daily published from January 5, 1895 by Radhanath Changkakoti, an elite from Dibrugarh who laid a model for establishing journal and newspaper industry in the state. Poet literate Kamala Kanta Bhattacharya and Mahadev Sharma established the famous fortnightly ‘*Asom Hitoshi*’ in 1925 which was short lived but emancipated ideas on ‘Swaraj’ which proved very valuable to the readers.(Barua, 1999).

Some short lived newspapers

Some short lived newspapers “The Eastern Herald”, ‘Citizen’ ‘The Advocate of Assam’ ‘Nagarar Kotha’ ‘*Asom Sevak*’,

1902- “*The Eastern Herald*”, a weekly English newspaper was published by a noted advocate of those days, B. Mitra. He was the first editor of this weekly.

1904- ‘*Citizen*’ was published by Kalinath Roy as its first Editor. ‘*Citizen*’ lasted only for two years.

1903- Victoria Press of Guwahati started ‘*The Advocate of Assam*’ under the editorship of Mathuram Baruah. This paper lasted up to 1912. It was a nationalist paper and for the first time advocated the principle of Swaraj and Swadesi. It tried to

serve the interest of the people and tried to point out the loopholes and shortcoming of the Indian government.

1935- Mofuzul Hussain, edited a newspaper named '*Nagarar Kotha*'.

1935- A newspaper was published every alternate day- '*Asom*' was founded by Radhakanta Handique, and was edited by renowned musician composer, Kirtinath Sharma Bordoloi. Later on both of them published '*Asom Rayij*' from Jorhat.

1935- '*Pratibha*', a weekly newspaper, was brought out from Guwahati, under the editorship of Rohini Kumar Choudhury.

1937- '*Asom Sevak*', was published from Guwahati. It played a very significant role in freedom movement. Infact, it represented the ideals of the Congress Government, under the editorship of first Debendranath Sarmah, and later by Bijoy Ch. Bhagwati (Barua, 1956).

Contribution of Tea Industry in Newspaper Journalism

The tea and the state of Assam are intrinsically related. While it provided momentum to the sleepy economy of the state, it also supported and promoted in the development of Newspaper journalism. In 1930 renowned tea planter Sivaprasad Baruah started the weekly called '*Batori*'. This newspaper went on in 1935 to become the first ever daily published in Assam. In August 12, 1935 when '*Batori*' transformed itself to '*Dainik Batori*', and was later published from Jorhat town, Thengal Tea Estate and was edited by freedom fighter Nilamoni Phukan.

Nandeswar Chakraborty, another tea planter of Assam, started in 1939 '*Tarun Asom*' from Dibrugarh. Tarun Bhattacharya first edited the newspaper, from December 1939 Benudhar Sharma, a veteran freedom fighter, historian, and writer took the charge of the editorship. Also acute shortage of news-print during the time of World War- II was one of the important causes for the downfall of the newspaper. In spite of the short tenure '*Tarun Asom*' made a mark in the history of Assamese journalism (Barua, 1956).

The Modern Age of Newspapers

While journalism in its various forms did make raise its head time and again creating a fertile ground for professional journalism in Assam, the modern form of journalism that we encounter today can be wholly attributed to the publication of 'The Assam Tribune' with the sincere devotion and efforts of Radhagobinda Baruah and journalist Laxminath Phukan. On 8th August 1939 in Dibrugarh. This announced the arrival of a new and important chapter in the trend of English newspaper in Assam, with 'The Assam Tribune' becoming very popular within a very short span of time. In its nascent years it came out as a weekly. However after completing eight glorious years, on 11th of August 1946, 'The Assam Tribune' shifted to Guwahati. In that very same year, on 30th of September, it also secured the position of becoming the first English daily to have been published from Assam. This newspaper has

The modern form of journalism that we encounter today can be wholly attributed to the publication of 'The Assam Tribune'.

tremendously contributed to the Assamese society, politics and culture. It has, raised its voice against the grouping policy of the British cabinet mission in 16th May 1946 and till date it continues to be a mouthpiece for democracy.

Even keeping in tune with the modern journalism, a Bengali weekly named *Janashakti* was published from Silchar in the 1920s founded by Bipin Ch. Pal and Dr. Sundari Mohan Das which contributed a lot to the struggle for Independence in India (Dutta, 2007).

The first Hindi newspaper in Assam was published from Dibrugarh. '*Prakash*', in the year 1919 where noted social activist, Biseshwar Dutta Sarmah was its editor. In 1939 the first Hindi weekly '*Nabajagriti*' was started from Dibrugarh, however, it survived for a span of one and a half year. During the 'Quit India Movement' in 1942, '*Karo ya Maro*' was published from Kolkata, which was translated into Assamese. Pandit Dhyan Das translated the language and connected with the readers.

Meanwhile, Viswanath Gupta published '*Akela*' from Azad Hind Press, in Tinsukia, under the editorship of Shivanarayan Sharma, in 1974 which celebrated its fifty glorious years as a weekly (Jhahhari, 1998; pp. 577-587).

Some Landmarks in Assamese Press

'*Janambhumi*' a premier newspaper from Jorhat, 1947, kept publishing and has a kept its flame burning even today. Its founder was the great freedom fighter Debeswar Sharma and this was the oldest of the existing Assamese newspapers with '*Moinar Mel*' as its attractive highlight. The paper got published from its own press i.e. the *Janambhumi* Press from where 'The Eastern Clarion' was also published. Kanak Ch. Sharma was its first editor and Hemanta Barman its current editor. (Dutta, 2005).

Ganatantra a daily from Ganatantra Press, Nagaon was found in the year 1962 by the freedom fighter, Purnakanta Sharma. In 1972, Kanaksen Deka, the present President of Asom Sahitya Sabha, brought a fortnightly paper '*Agradoot*' from Mangaldai, which was later shifted to Guwahati and was brought out weekly in 1973. By 1974, it was brought three days a week and by 6th October 1995, '*Dainik Agradoot*' was brought out.

In 1969, a weekly newspaper 'Weekly Express' was published on the Republic day, with Hem Barua as the founder editor.

'The Sentinel' under the aegis of its existing editor Prof. Dharendra Nath Bezbaruah, served for the 22 years from 1983 under Omega Printers and Publishers Pvt. Ltd. from this publishing house, a short lived '*Saptahik Prahari*' which came out under the editorship of Shankar Rajkhowa in 1985. This same publishing house came out with newspapers like '*Ajir Asom*' as an Assamese daily in 1989, under the editor Radhika Mohan Bhagawati, and '*Samoy Prabha*' a Bengali daily, under the editorship of Sukumar Bagshi which later closed down in 2004. A Hindi edition of 'The Sentinel' was published in 1989 with Radhika Mohan Bhagawati as the editor and as the executive editors, Mukesh kumar and Chandreshwar Singh who respectively took the responsibility.

Some
Landmarks in
Assamese Press
'Janambhumi'
Ganatantra
'Weekly
Express'
Sentinel'

Surjya Hazarika's, '*Natun Dainik*' was published from Chandra Prakash, a publishing house of repute, Guwahati in 1988 and lend a powerful voice to the print media of the state.

The beginning of the 90's saw Assamese journalism witness some remarkably influential events with Tilak Hazarika as the chief editor, and Ajit Bhuyan as the editor, Jayanta Baruah brought out '*Sadin*' in 1988, trailing its success the '*Asomiya Pratidin*' was brought out. The existing editor is Haidar Hussain, and executive editor is Manjit Mahanta. The present editor of '*Sadin*' is Anuradha Sarmah Pujari.

Some eminent newspapers

1951- With a motto of 'ahinsa param dharma' newspaper named '*Shantidoot*' came into existence. Its editor was Tarani Das. From 2nd October 1954 it was renamed as '*Dainik shantidoot*' under the editorship of Devendra Sharmah. Due to various reasons in 1956 its publication was stopped (Barua, 1999).

1963- Under the editorship of eminent litterateur Chandra Prasad Saikia, a three days weekly was published from Guwahati. The name of the newspaper is '*Asom Batori*'. But in 1970 this newspaper was last published.

1968- Famous publisher Dattabaruah and Company published a weekly '*Nilachal*'. Doyen of Assamese literature Homen Borgohain edited this newspaper. Till 2001 it continued to be published.

1989- '*Budhbar*' an unconventional weekly was published under the editorship of Parag Kr. Das. But this newspaper could not last long.

All these papers have greatly contributed to the growth of Assamese Journalism, paving a new way for the development of language as well as the society.

Understanding the evolution and shifting role of the language press from theoretical perspective:

After going through the chronicles of the language press, what is evident is that the Assamese middle class have largely been successful in mobilizing and leading all the various ethnic groups and the laboring masses of Assam over decades. But for the middle class their own economic and political interest come first. This factor could be attributed to the Agenda setting concept of the Mc Comb and Shaw (1968) where the language press has issues that address concern that is not entirely representative of the condition of the state.

A course correction is also necessary. Assamese newspapers concentrates on local politics, scandals, scams, intrigues, etc. but seldom inform the public about the important policy decisions or trends at the center or international arenas that threatened their vital interest. It is these percales that often passes comment as patriotism. There is a shortage of analysis and the public also has little patience for analysis. As a result the public fails to form opinions about critical issues. Sometimes press under the influence of middle class vested interests helps create a mass hysteria

All these papers have greatly contributed to the growth of Assamese Journalism, paving a new way for the development of language as well as the society.

on certain issues. A strong but uninformed and prejudiced public opinion is formed without any divergence of news and without stimulating debate. This often leads to emergence of the knowledge gap theory propounded by Tichenor, Donohue and Olien in the 70's where important issues are sometimes overlooked in the absence of valuable information.

When the freedom movement under Mahatma Gandhi was launched then Assamese newspaper, which were not numerically large, particularly '*Asom Bilashili*', it also tried to guide and inspire the Assamese people and very often it anger the suffer of the British ruler. At the dawn of freedom Assam had the fortune of having the first English daily newspaper 'the Assam tribune', launched in 1946. In the same year the '*Dainik Asamiya*' also came under the leadership of Devakanta Baruah. Then Assamese press embarked the empowerment of new path. When the '*Natun Asamiya*', was launched under the leadership of Harendranath Baruah it gave a new direction to the Assamese journalism. We must remember that through ages, press in Assam, the editorial policies has been made for the advancement of the society, advancement of Assam, advancement of the country, and welfare and well-being of humanity.

Modernity in journalism in Assam whether it is reporting, editing, layout or printing system has come out only in the later part of 20th century. Earlier it was in the crude way, even most popular Assamese daily '*Natun Asamiya*' was published or printed in sheet machines. In Assamese dailies particularly reporting is yet to grow up. Most of the daily newspapers are trying to grow up their circulation by using the system of mildly or hardly the yellow journalism process. And this has harmed the society and this is harming the causes of journalism.

The Electronic and the print media in the state have never been at loggerheads, since both have their own respective space as well as their set of loyal readers and viewers. Earlier print media was the initiator of news, but now electronic media breaks the news 12 hrs prior to the print media. This surely does not take away the prominence of the newspaper but rather it remains a credible source of information without the element of dramatic narration that is a characteristics of the electronic media. In print media, we can analyze the news items, we can form opinions, we can publish detailed discussions, we can write inner stories and this adds to the gravity of the existing print media.

Changing Phizog in Neo-Cyber Age:

The present scenario of the language press in Assam can be categorized from different angles. With the changing paradigm and the competition with the electronic media and more particularly the web-based media, the language press have been struggling with the highly fluctuating readership, hyper competition of tariff for advertisements and increasing expenses of printing. The following are a few points to be considered for the survival of the language press in Assam-

- a) **Internet friendly:** Almost all the language newspapers of Assam, particularly newspapers in Assamese, Bengali and Hindi have their internet editions. Here

The Electronic and the print media in the state have never been at loggerheads, since both have their own respective space as well as their set of loyal readers and viewers.

convergence of media is an absolute necessity to cater to the growing demands of the reader. However, they are not searchable in any search engine due to the availability of the image form of the printed newspaper. Except, *Asomiya Pratidin*, no other newspaper uses Unicode fonts and search ability features. Hence compatibility and convergence of media is an absolute must.

- b) **Regionalism dominates content:** The contents of Assamese newspapers are highly influenced by emotions and regionalism. There should be a change in the contents to attract the general reader to adopt a global outlook. Often excessive viewing of the regional channels with over dramatic representations and usage of terms provoking regional sentiment leads to the cultivation of such strong emotions. Here the cultivation theory of George Gerbner (1956) can be applied. In the wake of this, regionalism can dominate the content of the regional newspapers but they can afford to be more analytical in terms of representation of facts.
- c) **Newspaper still a credible source of Information:** From most readership survey conducted, the newspapers of Assam are considered as more credible source of news in comparison to that of television channels and website. This attribute of the newspaper should be made an asset and they can afford to stay away from the clutches of fake news.
- d) **Printed version and its loyal readership:** One of the positive aspect is that due to the socio-economic architecture of the region, people are still more accustomed with the printed version of the newspapers. The rise in the number of neo-literates over the course of time has led to an increasing number of people subscribing newspapers added to the already existing loyal readers.
- e) **No Archive option:** Archival features of the newspapers are very poor and it is almost difficult to get the newspapers of a month in their websites. As recommended convergence of media is the only existing option to gather the attention of the readers.
- f) **Sustainability of web portals:** There is a huge penetration of web news portals in Assam, but their sustainability is a big issue. Here the regional media can co-exist and share the content through tie-ups.
- g) **Limitations of design:** There have been limitations in the aspect of design since a number of stories are accommodated in the pages that tends to takes away the interest of the readers.
- h) **Poor Circulation:** The circulation of most language newspapers is very poor, although it is recorded with a high readership of the newspapers as they claim, but the real situation is grim. Even reputed newspaper like '*Ajir Asom*' was closed down by renowned Sentinel group who are designing web newspaper of the same with a very limited contents.
- i) **Poor pay scales:** The wages of the journalists of the language newspapers is too

Often excessive viewing of the regional channels with over dramatic representations and usage of terms provoking regional sentiment leads to the cultivation of such strong emotions.

low, below the rates of the daily wage workers. This often leads the reporters to indulge in unethical practices and even compromise on the quality of research. Hence the paid news system persists despite much resistance by the newspaper bodies.

- j) **Untrained workforce:** Most journalists are not trained in media studies and hence there is the difference in the perception of news. In most cases the stories have insensitive content and ethics is quite often not practiced by the journalists leading to unlawful situation.
- k) **Ownership patterns:** Most language papers are owned by political leaders and hence they manipulate the news content to suit their interest. Here the gatekeeping is done by the editors which refrain the right kind of news from reaching the masses.
- l) **Competition with the television news channels:** Many prominent journalists move towards online medium or television and the news has to compete with the internet counterparts which makes it very challenging for the print. Sometimes they give graphic details and this crosses the limits of ethical practices. This has led to an increasing number of defamation cases leveled against the media owners and most importantly, this has led to aversion towards most media content leading to a total shutdown from information. Here there is a replication of the media effect theory that has led to a shift in people's behavior and attitudes.

Conclusion

The challenges to the language press in Assam are not one of a kind, since some common problems are surprisingly similar in most states. What stands out is how Assamese language press still continues to be the most credible and powerful in terms of influencing the people. The electorate is dependent on the news opinion of prominent writers who continue to dominate the print and stay aloof from the cyber world. Perhaps invasion of cyber world is inevitable but quite certainly this change is likely to withstand some more decades of print domination.

Not remaining content with this situation, there has to be an effort to adapt to a friendly web version and brace up to the instant need of news hungry people in the state. Assam is dependent on its language press to a large extent with such a rich historical background, however media convergence seems to be the most viable option so far.

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What stands out is how Assamese language press still continues to be the most credible and powerful in terms of influencing the people.

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The Media City ‘Guwahati’: Ethics and the emerging Regional Television Network in Assam

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Abstract

Although spectacle remains primary in an era of televisual culture, regional television news channels, in particular, are indeed expanding the public sphere instead of limiting it. These channels contribute to the discourse of participatory public opinion and also express the concerns of the common man. It is the ordinary everydayness of the regional style that helps in dispersal of democratic values more effectively than any other media. The publicness of mass media and television vastly differs from Habermas’ idealised conception of a ‘rational’ public sphere of citizens reading newspapers and then being spurred to logically debate matters of public importance in the salons and public spaces of eighteenth-century Europe. Politics now passes through a mediated arena and the regional media creates a new kind of publicness that is despatialised, non-dialogical and received in settings spatially and temporally remote from the original context of production. With the growth of private regional networks in Assam since 2004 onwards especially with the establishment of NE Television (read - non-operational now), the regional focus shifted to local issues and Guwahati became the main source of news for the channels of Northeast India. In the capital city of Assam at Guwahati, television channel ‘News Live’ started operations in January, 2008 while ‘DY365’ started in October, 2008 and the two remained the two key players in the satellite television space of Assam. They redefined the television market and opened up new avenues of media growth in the region. With the highest circulated Assamese daily Asomiya Pratidin opening up television channel in the next few years, there is a tough competition for the market avenues among these three channels. With the regional viewership share of 33 percent out of the total TV viewership in India at present, there has been a substantial share of audience in regional demographics. In the regional pie, Tamil channels occupy the most prominent share of 25.7% in local viewership followed by other regional languages. (The Hoot, 2017)¹. Much like India’s ‘newspaper revolution’ (Jeffrey, 2009)² in the 1970s, the ‘cassette culture’ (Manuel, 1993)³ of the 1980s, the availability of privately produced satellite television has meant that ‘people discovered new ways to think about themselves and to participate in politics that would have been unthinkable a generation before’ (Jeffrey, 2003). Operating at the junction of public culture, capitalism and globalisation, regional satellite

The paper will attempt to raise pertinent ethical questions considering select case studies from the news of regional television network of Assam.

networks are a new factor in the social and cultural matrix of northeast India, with profound implications for the state, politics, culture and identity formation. This paper will attempt to understand and analyse the involvement of the regional television media in sensationalising the news though it may be the infamous Guwahati molestation case or the story of a Muslim boy who topped board exams in 2016 or the eviction drives in Assam. Television being a visual medium with instant reach has a much greater impact than any other media; hence the paper will attempt to raise pertinent ethical questions considering select case studies from the news of regional television network of Assam.

Keywords: Regional Television, Assam, Guwahati, Public Sphere, Ethics

Introduction

Habermas's definition of the 'Public Sphere' is rooted from his analysis of the development of bourgeois society in seventeenth and eighteenth century Europe. Private citizens came together as a public to discuss matters of public concern or common interest and to criticize and put pressure on the absolutist state. By 'Public Sphere' we mean first of all a realm of our social life in which the public opinion can be formed. A portion of the public sphere comes into being in every conversation in which private individuals assemble to form a public body.

The term "public sphere" is taken from Jurgen Habermas' (1989)⁴ work, '*The Structural Transformation of the Public Sphere*.' In this work, Habermas described how the public sphere evolved into and devolved from a legitimate sphere of rational-critical debate and action among private persons to a sphere of non public opinion generated mostly by the mass media. According to Habermas (1989)⁵, the best example of an effective public sphere is the bourgeois public sphere of the late eighteenth century. Only, at this time in history was the "private sphere emancipated from the directives of public authority to such an extent that the political public sphere could attain its full development" (Habermas,1991)⁶. The rational-critical debate arising from this public sphere "was supposed to transform *voluntas* into a *ratio* that in the public competition of private arguments came into being as the consensus about what was practically necessary in the interest of all" (Habermas,1991)⁷.

Habermas points out three types of rights for the formation of this sphere:

The first is the ability to engage in discussions critical of the ruling institutions. These rights include freedom of press and assembly, freedom of petition, the right to vote, and so on.

The second set of rights involves the "individual's status as a free human being, grounded in the intimate sphere of the patriarchal conjugal family". The patriarchal conjugal family is critical because it provides a feeling of independence, ideas of love and freedom, and a desire to cultivate oneself; in short, a real private sphere. Without a proper private sphere, people are incapable of genuine human relations. Finally, there are the rights regarding private property, such as its protection. All

The term "public sphere" is taken from Jurgen Habermas' work, '*The Structural Transformation of the Public Sphere*.'

of these rights make possible the “spheres of the public realm and of the private; the institutions and instruments of the public sphere, and the foundation of private autonomy”.

The bourgeois public sphere collapsed when it became integrated into private life; as the spheres of public and private merged together, it became increasingly difficult for individuals to acquire the perspective necessary for engaging in rational-critical debate.

The Press is an important entity for Habermas, he linked the rise of the newspaper to the rise of the critical public sphere. According to Habermas, the newspaper trade started as a “small handicraft business”. In its early incarnation, the newspaper was apolitical; it was just a collection of “pure news”, and the publisher saw it as a purely a matter of business. This changed when newspapers took on “ideologies and viewpoints”; newspapers began publishing editorials, and newspapers became “carriers and leaders of public opinion, and instruments in the arsenal of party politics”. Journals arose at this point that placed politics and critical discussion in the foreground; most of these, like academic journals today, lost money, but their editors had motivations other than profit—the influence these journals exerted on public opinion was considered valuable enough in itself. Habermas mentioned that these politically-motivated editors were only initially reluctant to give up their “entrepreneurial functions” to publishers. At first, the steady commercialization of newspapers did not totally eradicate the political strain. Only after the “establishment of the bourgeois constitutional state and the legalization of a political public sphere” did the press quit taking ideological sides and become purely driven by the profit motive. Now, dominated by advertisements the newspapers have become little more than a means to allow privileged private interests to penetrate the public sphere.

Here I would like to extend Habermas’s concept of The Structural Transformation of Public Sphere to the study of the regional television media of Assam.

The publicness of mass media and television vastly differs from Habermas’ idealised conception of a ‘rational’ public sphere of citizens reading newspapers and then being spurred to logically debate matters of public importance in the salons and public spaces of eighteenth-century Europe. Politics now passes through a mediated arena and the regional media create a new kind of publicness that is despatialised, non-dialogical and received in settings spatially and temporally remote from the original context of production.

With the growth of private regional networks in Assam since 2004 onwards especially with the establishment of NE Television (read - non-operational now), the regional focus shifted to local issues and Guwahati became the main source of news for the channels of Northeast India. In the capital city of Assam at Guwahati, television channel ‘*News Live*’ started operations in January, 2008 while ‘DY365’ started in October, 2008 remained the two key players in the satellite television space of Assam. They redefined the television market and opened up new avenues of media growth in the region. With the highest circulated Assamese daily *Asomiya Pratidin* opening up television channel in the next few years, there is a tough competition for the market avenues among these three channels.

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The emergence of Television journalism has never been completely unproblematic. If we go back to the background of broadcast journalism, one can witness that in historical terms considerable institutional and professional adjustment happened in order to consolidate the position of journalism, first on radio and then on television. The print bias was culturally well entrenched. Yet the electronic media and not least TV journalism had become a fact of life; accommodation was required (Dahlgren, 1995)⁸. Gradually broadcast journalism became accepted, not only professionally but also popularly. Its history varies somewhat within different countries, but generally one can say that forms of journalistic practice were developed which soon gave broadcast journalism a respected position as a complement to the printed press. As politics in western society became more television oriented and as television's position in the public life of society became dominant, TV journalism's standing became unquestionable, though there always remained lingering discomfiture in some circles over its 'television -ness'.

Television and the Spectacle Culture:

Television seems to give us many perspectives. Television is a far more problematic medium than the print media because unlike print media, television does not allow multiplicity of ideas to flow. Television shows visuals and visuals tend to stay in people's mind.

Media culture continues to be a central organizing force in the economy, politics, culture, and everyday life. Media culture drives the economy, generating ebbing and flowing corporate profits while disseminating the advertising and images of high-consumption lifestyles that help to reproduce the consumer society. Media culture also provides models for everyday life that replicate high-consumption ideals and personalities and sell consumer commodity pleasures, solutions to their problems, new technologies, and novel forms of identity. As techno-capitalism moves into a dazzling and seductive information/entertainment society, mergers between the media giants are proliferating, competition is intensifying, and the media generates spectacles to attract audiences to the programs and advertisements that fuel the mighty money machines. Yet the terrifying spectacle of September 11 and its aftermath unleashed war and destruction, creating multiplying crises in the global economy and growing insecurity in everyday life.

Although spectacle remains primary in an era of televisual culture, regional television news channels, in particular, are indeed expanding the public sphere instead of limiting it. These channels contribute to the discourse of participatory public opinion and also express the concerns of the common man. It is the ordinary *everydayness* of the regional style that helps in dispersal of democratic values more effectively than any other media.

Throughout the past decades, spectacle culture has evolved significantly. Every form of culture and spheres of social life are permeated by the logic of the spectacle. Movies are bigger and more dazzling than ever, with hi-tech special effects expanding the

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range of cinematic spectacle. TV channels proliferate endlessly with all-day movies, news, political talk, sports, specialty niches, reruns of the history of television, and whatever else can gain an audience. The music spectacle reverberates through radio, television, CDs and DVDs, computer networks, and extravagant concerts. Media culture provides fashion and style models for emulation and promotes a celebrity culture that provides idols and role models.

During the past decades, the culture industries have multiplied media spectacles in novel spaces and sites, and spectacle itself is becoming one of the organizing principles of the economy, polity, society, and everyday life. The Internet-based economy deploys spectacle as a means of promotion, reproduction, and the circulation and selling of commodities. Media culture itself proliferates ever more technologically sophisticated spectacles to seize audiences and increase the media's power and profit. The forms of entertainment permeate news and information, and a tabloid infotainment culture is increasingly popular. New multimedia, which synthesize forms of radio, film, TV news and entertainment, and the mushrooming domain of cyberspace become extravaganzas of techno-culture, generating expanding sites of information and entertainment, while intensifying the spectacle form of media culture.

Political and social life is also shaped more and more by media spectacle. Social and political conflicts are increasingly played out on the screens of media culture, which display spectacles such as sensational murder cases, terrorist bombings, celebrity and political sex scandals, and the explosive violence of everyday life. Media culture not only takes up always-expanding amounts of time and energy, but also provides ever more material for fantasy, dreaming, modeling thought and behavior, and identities.

The concept of the "society of the spectacle," developed by French theorist Guy Debord and his comrades in the Situationist International, has had a major impact on a variety of contemporary theories of society and culture. For Debord, spectacle "*unifies and explains a great diversity of apparent phenomena*". Debord's conception, first developed in the 1960s, continues to circulate through the Internet and other academic and subcultural sites today. It describes a media and consumer society organized around the production and consumption of images, commodities, and staged events. Building on this concept, I argue that media spectacles are those phenomena of media culture that embody contemporary society's basic values, serve to initiate individuals into its way of life, and dramatize its controversies and struggles, as well as its modes of conflict resolution. They include media extravaganzas, sporting events, political happenings, and those attention-grabbing occurrences that we call news. This is a phenomenon that itself has been subjected to the logic of spectacle and tabloidization in the era of the media sensationalism, political scandal and contestation, seemingly unending cultural war, and the new phenomenon of Terror War. Thus, while Debord presents a rather generalized and abstract notion of spectacle, I engage specific examples of media spectacle and how they are produced, constructed, circulated, and function in the present era.

As we enter the new millennium, the media is becoming more technologically dazzling and is playing an ever-escalating role in everyday life. Under the influence

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of multimedia culture, seductive spectacles fascinate the denizens of the media and consumer society and involve them in the semiotics of a new world of entertainment, information, and consumption, which deeply influence thought and action. In Debord's words: "*When the real world changes into simple images, simple images become real beings and effective motivations of a hypnotic behavior.*" The spectacle, as a tendency to make one see the world by means of various specialized mediations (it can no longer be grasped directly), naturally finds vision to be the privileged human sense while the sense of touch is for other epochs.

According to Debord, sight, "the most abstract, the most mystified sense corresponds to the generalized abstraction of present day society". Experience and everyday life are thus shaped and mediated by the spectacles of media culture and the consumer society. For Debord, the spectacle is a tool of pacification and depoliticization; it is a "permanent opium war", which stupefies social subjects and distracts them from the most urgent task of real life – recovering the full range of their human powers through creative practice. The concept of the spectacle is intrinsically connected to the concept of separation and passivity, for in submissively consuming spectacles one is estranged from actively producing one's life. Capitalist society separates workers from the products of their labor, art from life, and consumption from human needs and self-directing activity, as individuals inertly observe the spectacles of social life from within the privacy of their homes. The Situationist project, by contrast, involved an overcoming of all forms of separation, in which individuals would directly produce their own life and modes of self-activity and collective practice.

Entertainment has always been a prime field of the spectacle, but in today's infotainment society, entertainment and spectacle have entered into the domains of the economy, politics, society, and everyday life in important new ways. Building on the tradition of spectacle, contemporary forms of entertainment from television to the stage are incorporating spectacle culture into their enterprises, transforming film, television, music, drama, and other domains of culture, as well as producing spectacular new forms of culture, such as cyberspace, multimedia, and virtual reality.

Regional Television of Assam and the culture of Spectacle:

The regional television news channels in Assam viz. *Newsline, DY-365* etc. plays a subdued regional identity politics. There is a massive sense of political awareness generated out of the content from these regional channels. The Assamese language news channels production imitates National Mainstream channels, which in turn produce a host of cultural disturbances in the society. The television channels play an ambivalent role in identifying the regional Assamese identity through its imitation of the extreme Indianised version of TV journalism and on the other hand claiming the solidarity of the Assamese people and their identity through media. The regional news channels are not competing with the Regional DD channels. They are competing among themselves by sensationalization of issues and partisan politics. They are in a confused state of identity politics. They are trying to perform the division among the Assamese society by dividing the people through the identity codified only by the Assamese language. Analysing the Post All Assam Students Union (AASU) movement in 1985, it could be seen in terms of media consumption

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by the emerging Assamese middle class there is a clear ambivalence of the discourse 'Who is the Assamese?' Hence there is ambivalence at two levels created by the Assamese regional news channels; in one way they are creating a sense for the language and the territory and on the other hand trying to put Assamese identity in the larger National imagination.

With a regional viewership share of 33 percent out of the total TV viewership in India at present, there has been a substantial share of audience in regional demographics. In the regional pie, Tamil channels occupy the most prominent share of 25.7% in local viewership followed by other regional languages (FICCI - KPMG 2015)⁹.

Much like India's 'newspaper revolution' (Jeffrey, 2009)¹⁰ in the 1970s, the 'cassette culture' (Manuel, 1993)¹¹ of the 1980s, the availability of privately produced satellite television has meant that 'people discovered new ways to think about themselves and to participate in politics that would have been unthinkable a generation before' (Jeffrey, 2009)¹². Operating at the junction of public culture, capitalism and globalisation, regional satellite networks are a new factor in the social and cultural matrix of northeast India, with profound implications for the state, politics, and culture and identity formation.

Television being a visual medium with instant reach has a much greater impact than any other media; therefore, it is of utmost importance to understand the consequences of the creation of content to increase the level of viewership and introduce the culture of spectacle by not adhering to minimum journalistic ethics while reporting certain sensational news items.

News media is not just an industry in the 20th century, it is articulated as being one of the important components for the survival of democracy in a country. With the acceptance of the doctrine of 'fairness' in reporting, journalists have since the early 1900s, become part of a profession where 'objectivity seemed a natural and progressive ideology for an aspiring occupational group at a time when science was God, efficiency was cherished, and increasingly prominent elites judged partisanship a vestige of the tribal 19th century' (Schudson, 2001)¹³.

In India, the anti colonial national movement leaders used media to popularize an all India entity, apart from mobilizing the population against foreign rule. In the 1950s and 1960s, the view prevailed that the ideal role of journalism was to mirror what is happening in society. However, the business approach to journalism has been a mixed blessing for the ideals of the profession. (Rodrigues and Ranganathan, 2014)¹⁴ On one hand, the term 'commercialism' may refer to 'objectivity' in the way media function in a free market economy; on the other, 'commercialism' suggests adverse influence of the market conditions on the quality and type of media content produced and sold as a commodity (McQuail, 2005)¹⁵.

In July 2012, a well-known television media house *Newslive* shot footage of a girl being molested by a gang of men at Guwahati in the late evening. Questions are being raised if the cameraman and the reporter involved on the spot could have done more to protect the girl or did they do the right work by filming and releasing footage

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of the crime. Beyond this, questions surface about how the goons played on to the camera, asking the girl to show her face to the camera. Was it then fair to leak the unedited footage, revealing the identity of the victim?

One might call it the act of inexperienced journalists, who possibly form the core team of these channels. One might see it as part of a particular *modus operandi* the channels have adopted to give support to their viewership or one might think of some other interpretation, but there cannot be any doubt that the treatment meted out at the script-level to such a sensitive incident was ghastly and outrageous.

National Hindi news channels pounced on the story in the same manner as the victim was targeted on that fateful night. The incident in question, where a girl was molested in Guwahati, on July 9 by some local people in full public glare was indeed shocking. The video of the incident, which ran on the channels, was equally disturbing. But the scripts, which supported this video on different channels, did an inexplicable and unpardonable injustice to the victim.

These scripts, in the guise of being sensitive to viewers, used every weapon in the literary armoury to ensure they must be glued to the TV set. One must not only question the channels' intention behind running offending scripts, but also ask questions regarding the repercussions of such presentation. We must pause to think what the victims of similar incidents would have felt while listening to such descriptions.

Many have questioned the role of the media here. How could the television crew keep filming the molestation of the girl? Why did they not take steps to stop it in the first place? Of late, televised "moral policing" has become common on the satellite channels aired from Guwahati. The channels, of course, were quick to defend their stand by making it clear that it was only at their reporters' phone call did the police arrive at the spot. The police did get cracking on the basis of the video footage and rounded up some youths. And the channels kept giving updates on the police investigation spiced it up with the footage being shown again and again.

With the 24x7 regional television channels focusing on hyper-local news, the television cameras are now seen hunting for sleaze, sex, and crime in order to enhance their TRPs. In what could be called a disturbing trend, the common people are quick to call television channels instead of the police when they catch a thief or a burglar. When the alleged offenders try to hide their faces from the glare of the TV cameras, the people around them force them to expose their faces. And many of them come dressed in their best attire to be caught rounding up and beating the offenders and donning the role of the "moral police". (The Hoot, 2012)¹⁶

Another story of 2016 where for the first time perhaps in the history of Assam, high school examination results made it to the headlines of the national media. Sarfaraz Hussain, a student of Sankardev Sishu Niketan, Betkuchi, on the outskirts of Guwahati, topped the Class 10 exam in the state. The regional media reported the results that came out at 11 am on Thursday like any other year but the national media suddenly got interested in the whole thing and that too for a very different reason.

With the 24x7 regional television channels focusing on hyper-local news, the television cameras are now seen hunting for sleaze, sex, and crime in order to enhance their TRPs.

The *entertainment factor* they found in the whole story compelled them to write headlines like ‘Muslim boy from RSS School tops Assam High School Examination’ or ‘Muslim boy from Sangh Parivar School tops Assam Class X exams’. Many of these reporters and editors would like to argue that they are in fact showcasing the communal peace and brotherhood in Assam.

But the fact of the matter is that the damage is already done. The damage was done when a headline was written and the concerned editors made a decision to go with it. This imply a wrong message that Muslim boys have never studied in schools like Sankardev Sishu Niketan or haven’t fared well in examinations in the previous years. This selective reporting of news based on cheap sensationalizing is unfortunate both for the region and for journalism. (The Hoot, 2016)¹⁷

Conclusion

The new media technologies provide a capacity to produce, distribute and consume information at any time of the day on a number of media platforms. The process of globalization and the tendencies of late modernity have impacted on our ephemeral lifestyle where news has become constant part of our daily lives helping us digest important information and make quick decisions. The Indian middle class is keen to connect with the events in their locality, region, nation and the world. As a result, the Indian news media find themselves on a different trajectory than some of the more mature media markets. The Indian media are profitable, but still need to survive in a war of tight ratings and circulation numbers. India’s huge population allows multiple media organization to survive and thrive, and yet a criticism of their content and tactics is not far behind: sameness in their news coverage, biased reporting, advertisement disguised as news and sensationalism of news. In the post- Habermas era, theorizing about the public sphere has taken a pluralistic turn, where a universal or singular idea of the public sphere is rejected in favour of a plurality of public spheres, a complex field of multiple contesting publics.

Meanwhile, news is not objective or impartial, but is a socially manufactured product (McQuail,1992)¹⁸. Hall et al. (2013)¹⁹ say news is the end product of a complex process ‘which begins with a systematic sorting and selecting of events and topics according to a socially constructed set of categories’. Journalists and editors choose information for publication when they believe it has certain news values. In case of the Guwahati molestation case or the news of the Muslim boy scoring high grades in the school board examination in Assam and hundreds of stories that feature in the regional media of Assam, does it not make us ponder about social values here? Are we not misusing the power of the media? Do we need regulations on what should be and what should not be shown on regional television? Have we lost the difference between privacy and secrecy? Aren’t we violating the basic rights of the alleged offenders and victims?

Regional channels across India prospered as notions of center and periphery dramatically shifted. Politically, the effect was seismic. In the various regional states,

Delhi and national politics became peripheral while local concerns dominated news television. News no longer started with central ministers, their press conferences, and announcements. These regional channels performed a dual function. They allowed peripheral areas to articulate their identities and concerns, and to put themselves in the place of the “center” in the landscape of television news (Batabyal, 2015)²⁰

Despite the lack of credibility and the obvious dearth of quality, regional news television in India flourishes. Between 2000 and 2010, 268 news channels went on air, or more than 50 percent of all approved channels (Chakravarty and Roy, 2013)²¹ Of these, more than 200 were regional television channels. Just the numbers alone reveals that the study on regional language media and language journalism in India is the need of the hour.

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Media Convergence in the Regional Language Setting: Some Observations from a Study on Pune-Mumbai Based Media

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Abstract

Media convergence and multimedia journalism are two important trends emerging in the world. Indian media are also witnessing these changes and new journalistic practices are evolving. Though there is much research going on, on these trends in the US and the European countries, research in India, especially in the regional language setting is minimal. This paper is part of the doctoral study undertaken by this researcher. Objectives of this study are to explore the technologies which facilitate convergence, to study changing news consumption patterns among the young audience and to study evolving practices of multimedia journalism in the Indian context. The researcher has employed a mix of quantitative and qualitative methods to explore the status of media convergence and multimedia journalism in Pune and Mumbai based media. It includes secondary data analysis of changing technologies, an extensive survey of college going youth, an online survey of the journalists, focus group discussions of the journalists working on different platforms and in-depth interviews of senior editors and channel heads. This paper will present some key observations about how convergence and multimedia journalism is unfolding in the regional language (Marathi) media of Maharashtra, what practices are evolving, how the journalists perceive these changes and what are the major issues/ concerns related to it.

Key words: Media convergence, multimedia journalism, convergent technologies, young audience, regional language media, journalistic practices

Introduction

Media convergence and multimedia journalism have become the buzzwords in the media and communication field. In alignment with the world media, these trends are also emerging in India. Along with the changes in communication technology, spread of the Internet and Smartphone are inducing changes in media usage and news consumption of the audience. These are putting pressure on traditional media organizations to change. To chase the audience and to get its attention, media organizations are moving towards convergence and multimedia practices.

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These changes related to technology, audience and media are being studied widely in the world, especially in the US and the European countries. Unfortunately there are very few studies focusing on these aspects of Indian media, and more specifically the regional language media in India. This researcher undertook a doctoral study to bridge this gap. This research paper based on this study put forth some important observations about how media convergence and multimedia journalism is being practiced in regional media setting in India. Though the findings are drawn from the study of Pune and Mumbai based media in Maharashtra, they can provide the glimpse of unfolding convergence in the regional language media in other parts of India.

Review of Literature

Marshall McLuhan's (1964)¹ prediction about 'hybridization of media', Nicholas Negroponte's (1995)² deliberations on 'digital future', Manuel Castells (2000)³ description of the 'Network Society' can be seen as the conceptual foundation to study convergence. In the beginning while Lawson-Borders (2003)⁴ made some fundamental observations about convergence; Jenkins (2004)⁵ tried to analyze it through the 'cultural logic'. Similarly, Deuze (2004)⁶ tried to define multimedia journalism in the changing media context.

Meanwhile, from Media General in US to BBC in UK many media organizations strived for convergence in various ways. These efforts are studied critically from the scholars (Boczkowski 2004, Huang, *et al.* 2004, Duhe 2004, Pavlik 2004, Cottle 1999, etc)⁷. Some studied the trends from technological perspective (Straubhaar and LaRose 2002)⁸ and some from the audience perspective (Livingstone 2004, Rosen 2006, Bird 2011, Picone 2017, etc)⁹.

There are few studies exploring the new journalistic and multimedia practices which emerged due to convergence. For example, Rich Gordon (2003)¹⁰ in his study of major US newsrooms observed five forms of convergence in practice. He stated these forms as ownership convergence, tactical convergence, structural convergence, information-gathering convergence and storytelling or presentation convergence. Dailey *et al.* (2003) first put forth an idea of 'Convergence Continuum' and later developed a model around it. They said convergence in media newsrooms can be found in certain stages like cross promotion, cloning (of content), cooptation (cooperation + competition), content sharing and finally convergence. Garcia Aviles *et al.* (2008) in their case studies of two newsrooms in Spain described two different models of newsroom convergence as the integrated model and the cross-media model.

Quinn and Filak (2005)¹¹ described practical aspects of 'Convergent Journalism' in their book. Briggs (2007 and 2009)¹² also explained the new journalistic practices related to convergence and multimedia. While Tameling and Broersma (2013)¹³ drew attention to de-converging of a newsroom in Netherlands, Thornton and Keith (2009)¹⁴ in their study of the US newsrooms spoke about the prevalence of 'Webvergence' (traditional platform plus Web or digital platform) rather than the convergence.

Extensive review of the convergence literature highlights multiple aspects of media convergence and multimedia journalism mostly in other countries. There is not much research on these two contemporary trends in the India. Reuters Institute for the Study of Journalism has been publishing 'Digital Journalism Reports' since 2012 (Edited by Newman, 2012 to 2018)¹⁵, but Indian context is severely missing in these reports. The institute has published few reports related to Indian media. But they are restricted to digital transition of few Indian newspapers, digital start-ups, etc. There is no or little reflection of regional language journalism in these reports. Similarly, a country report on India 'Mapping Digital Media' from Open Society Foundations mostly deals with the switchover from analog to digital (Parthsarathi, 2012)¹⁶.

Dr. Smeeta Mishra (2016)¹⁷ studied the perceptions of Indian journalists about challenges and implications of media convergence. She interviewed 22 journalists mostly from Delhi and from the English media. Convergence in the regional language media is not reflected in her research. On this background, this paper tries to put forth some key observations about convergence and multimedia journalism in the regional media setting of Maharashtra try to fill this void. These observations can be useful to any future research about convergence in other regional media settings in India.

Research Methodology

Since media convergence and multimedia journalism are still unexplored in India, the researcher has used exploratory research design for the study. Broad objectives of the study are to explore the advancement in technologies which facilitate convergence, to study changing news consumption patterns among the young audience and to study evolving practices of multimedia journalism in the Indian context. The effort is to probe the probable link among technological convergence, audience convergence and media convergence. For practical purposes, this study focuses on journalistic aspects of convergence and practices of multimedia journalism in the regional setting of Pune and Mumbai based media.

For this particular research paper, the researcher has sought to answer the following research question:

RQ: What are the key observations and insights about the status and practice of media convergence and multimedia journalism in the regional language setting in India?

For the doctoral study, the researcher has used both quantitative and qualitative methods (mixed method) and triangulation approach. He employed secondary data analysis, two surveys, four focus group discussions, 18 in-depth interviews and a case study for data collection and analysis.

Secondary data analysis explores the technological development in media and communication, which facilitates convergence and multimedia journalism practices. To study media usage and news consumption patterns among the young audience an extensive survey of college going students was conducted in Pune city, Pimpri-

Chinchwad (PCMC) area and all the 13 tehsils of Pune district in Maharashtra. The purposive and convenient sample represents young audience in metro, semi-urban and rural area of the district. Survey was conducted in March-April 2018. After removing half-filled questionnaires total 1213 responses were used for data analysis.

Following this, an online survey of working journalists, free lancers and other allied or micro-media professionals in Pune and Mubmai was conducted. The sample was convenient and total 205 responses were received from a list of around 800 journalists. The respondents represented various beats, desks and various positions of different media organizations.

In support of the survey data, qualitative methods of focus group discussions and in-depth interviews were employed. Four such discussions representing print reporters, sub-editors/desk persons, digital journalists and television reporters were conducted. In addition total 18 semi-structured in-depth interviews of the editors, channel heads and other senior journalists were conducted. All the focus group discussions and in-depth interviews were recorded and transcripts were made for further analysis. Data was collected in April-May 2018.

Additionally, a case study of Sakal Media group, one of the leading regional language media group was conducted. The group has spread its operations all over Maharashtra and neighboring state of Goa. It owns two regional language Marathi newspapers (*Sakal* and *Gomantak*), two English newspapers (*Sakal Times* and *Gomantak Times*), a daily for farmers (*Agrowon*), a regional news channel (SAAM), multiple websites, special news apps and mobile alert service. It also has a dedicated team for digital platforms and social media promotion.

Convergence in Regional Setting: Some Observations

With development and spread of technology, and changing news consumption patterns among wider audience, evolutionary forms of media are evolving in many parts of the world. Media convergence is an important aspect of these changes. In practice convergence has many shades and forms. As mentioned by Quinn (2005: 30)¹⁸, 'Convergence tends to have as many definitions as the number of people who practice or study it. That's because convergence varies from country to country, and from culture to culture both within countries and individual companies'.

This applies to India and the rich variety of regional media within it. In contrast with the other parts of the world, in India print is still growing, especially regional language newspapers are growing both in numbers and in circulation. In last decade regional language news channels have established themselves in different parts of India. With the spread of Smartphone, mobile Internet services and development of Unicode, digital media platforms in regional languages are emerging very fast. These changes are providing foundation to the growth of media convergence and multimedia journalism in different regions. In this respect, study of convergence in regional language setting becomes important. The observations put forth in this research paper provide valuable insights about convergence in regional media.

In India print is still growing, especially regional language newspapers are growing both in numbers and in circulation.

Technologies of media convergence

As Castells (2000: 7) argues ‘technology (or the lack of it) embodies the capacities of societies to transform themselves’. Indian society and Indian media is transforming themselves with the help of technology. India is undergoing communication revolution in past three decades. This journey is narrated by Singhal and Rogers (2001)¹⁹ in a book *‘India’s Communication Revolution: From Bullock Cart to Cyber Mart’*.

Internet services and mobile telephony were first introduced in India in August 1995 (Rao and Manzar, 2011: 1)²⁰. With small beginning it spread rapidly in all the corners and nooks in India. With 481 million Internet users (as of December 2017), India now has the second highest Internet user base in the world after China (Ayyar, 2018)²¹. In last decade with the spread of Smartphone and new generations of mobile Internet services such as 2G, 3G and 4G, *‘Roti, Kapda, Makaan, Bijli and Bandwidth’* have become basic necessities for the common Indian citizen.

Changes in technology are driving media towards convergence. They are shaping the new world of multi-media journalism. To survive in the onslaught of technology and intense competition regional language newspapers are reinventing themselves. Many among them have made their websites more vibrant and they have moved beyond the static E-Papers. Many have created special apps and websites for the young Smartphone users. Radio and television channels are integrating their programmes with social media handles and providing opportunities to wider audience to participate in them.

Many news and media organizations in India have started experimenting with media convergence and multimedia journalism. For example Bennett, Coleman and Company or the Times Group has presence in almost all media verticals from print, radio to films, music and out of home advertisement. This trend is not restricted to *‘The Times Group’* or the English media, regional media are also fast embracing convergence and multimedia journalism. *‘Sakal’*, a leading Marathi newspaper in Pune (Maharashtra) is an excellent example of it. With growing media market and increased competition in India, Hindi media houses and other regional newspapers are also trying to develop their own media convergence and multimedia journalism models. These changes need to be studied from academic perspective.

Vibrant Media in Maharashtra

Journalism in Maharashtra started with *‘Darpan’*, the first Marathi newspaper which published its first issue on 6th January 1832. Since then many Marathi newspapers such as *Kesari, Kal, Sudharak*, Dr. Babasaheb Ambedkar’s *Mooknayak* and *Bahishkrut Bharat* etc contributed immensely in social and political awakening of the people in Maharashtra. Their role in India’s freedom struggle is significant.

After independence journalism in Maharashtra flourished in all forms and on all platforms. Mumbai and Pune besides being prominent industrial and economic centers are also major centers of journalism in Maharashtra. *Sakal, Lokmat, Loksatta, Maharashtra Times, Pudhari*, etc are major Marathi newspapers in Maharashtra.

Radio and television channels are integrating their programmes with social media handles and providing opportunities to wider audience to participate in them.

Major national dailies such as *The Times of India*, *Indian Express*, *Hindustan Times*, *The Hindu*, *DNA*, *Asian Age*, etc have their editions and regional bureaus in Mumbai. Business newspapers, Hindi and other regional language newspapers also have sizable circulation in cities such as Mumbai, Pune, and Nagpur.

After globalization and opening up of Indian economy besides Mumbai and Pune some other cities such as Nagpur, Nashik, Aurangabad, and Kolhapur have developed rapidly. As a result media market across Maharashtra became more attractive. Taking advantage of these opportunities newspapers such as *Sakal*, *Lokmat*, *Maharashtra Times*, *Pudhari* tried to expand their presence in all parts of Maharashtra. Even Daily Bhaskar Group from the Hindi heartland launched its Marathi daily '*Divya Marathi*' in Maharashtra.

Besides newspapers, Mumbai has main offices and/or studios of major English and Hindi news channels like Times Now, ABP, News 18, Aaj Tak etc. ABP Majha (earlier Star Majha), News 18-Lokmat, Zee 24 Tass, Jai Maharashtra, SAAM TV, TV9 Marathi etc are major Marathi news channels in Maharashtra. In addition there are many local news channels in major cities.

Almost all major newspapers and news channels have their own websites and social media platforms. With the spread of Smartphone, they have developed special apps and websites for mobile platforms. Special news distribution apps such as Daily Hunt are now competing with established news organizations. Micro-media organizations and special interest websites, social media marketing companies are also increasing.

During the last decade Pune has developed very fast. With growing IT sector and other industries, media activities in the city are increasing. With increase in broadband internet connection, mobile internet access, growing number of news channels, websites and apps, audience is already experiencing convergence. Media usage and news consumption patterns of this audience are changing. In response to such changing news consumption patterns regional media groups such as *Sakal*, *Lokmat* are going for convergent and multimedia journalism practices. The Times Group with its English and Marathi newspapers is also trying to reach target audience through various media platforms. This may be happening in other parts of Maharashtra and also in India. In this typical regional context of India this researcher tried to explore the status of media convergence and multi-media journalism practices.

Changing Audience and its News Consumption

The survey of college students reflects changing media usage and news consumption patterns among the young audience. The youth participated in the survey were from the Pune metro area, PCMC urban area and the rural area of Pune district. In metro and urban area, though English and Hindi speaking population is there, there is a visible predominant Marathi culture. The district area obviously represents the Marathi speaking population. This may be quite similar to metro, cities and adjoining hinterland in other states of India. Hence, the results of this survey can be considered as indicative of changing news consumption in other parts of India. Such surveys can be conducted in other linguistic regions to gain more insights.

The survey data shows that the whole spectrum of mass media from print to TV is easily available in all the metro, urban and rural areas. In case of information and communication devices percentage of owning desktop computers and laptops/tablets is significantly less in rural area (33 to 38%) in comparison to metro and city areas (around 60%). Ownership of the Smartphone seems to bridge this gap. In

Taking
advantage of the
opportunities
newspapers
such as Sakal,
Lokmat,
Maharashtra
Times, Pudhari
tried to expand
their presence
in all parts of
Maharashtra

metro area 71% own the Smartphone and in the rural area 62% own it. In case of the Internet access, broadband connectivity is almost absent (merely 1%) in rural area, but 2G to 4G connection on mobile phones is catching up (61.6%) with metro percentage (71%). Besides availability of the Internet facility at college campus (total 55% in labs and 42.5% as Wi-Fi) does have impact on media usage and news consumption habits of the college youth. Here it is important to note that availability of Smartphone and access to Internet services are key factors in facilitating convergence and multimedia journalism.

In case of news consumption, total 72.2% families subscribe to daily newspapers, while 79.7% respondents say they watch TV news channels and 30.8% listen radio news bulletins. Data shows that high majority of families prefer regional language newspapers and news channels for news consumption rather than the English media.

The survey found that traditional media platforms are still used widely, but their use is static and homebound. In contrast use of the Internet is flexible and dynamic. Television is mostly watched at home (87.4%). Newspapers are more read at home (72.1%) and at colleges (38.4%). Though half the respondents use the Internet at home, significant percentage of respondents, use it while traveling and at public places in addition to the highest reported use at all the places.

Newspapers are mostly read in the morning (68%) and television is mostly watched in the evening or prime time (86.9%). In contrast listening to radio and using the Internet are the activities spread throughout the day. Here it is important to note that 42.4% respondents said that they access the Internet all the time.

Most of the young audience read newspapers for 15 to 30 minutes in a day and the majority spend one to two hour watching television in a day. In comparison use of the Internet seems to be increasing. While 42.7% respondents reported using the Internet for more than an hour, 23.3% reported that they use it all the time.

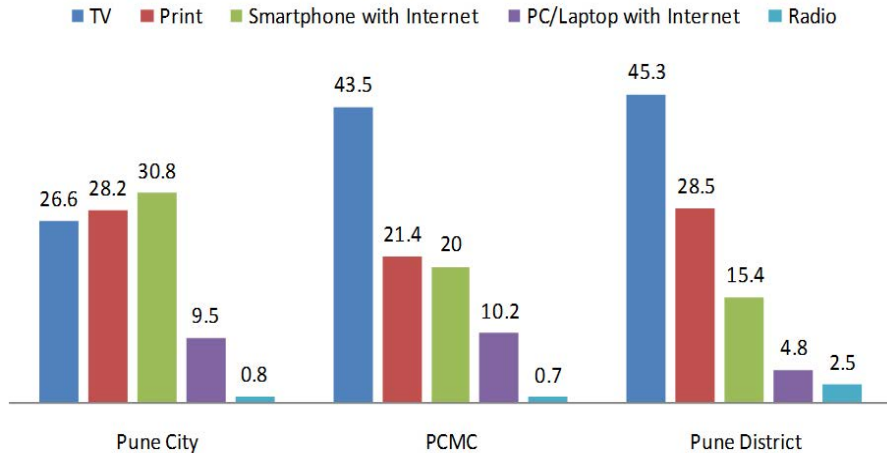
Such growing and flexible use of the Internet seems to have major impact on the preference for news consumption platform of the young audience. Overall figures reflect that television is still the most used (57.8%) and most preferred (37.2%) medium for news and information. Print newspapers also get higher priority for news (46.5%). But Smartphone (46.2%) is competing with the newspapers as a new medium of information dissemination. If we add preferences for Smartphone and PC/Laptops with Internet facility, they collectively overtake (68.6%) the first position as a preferred medium for news and information. This is one significant indication of changing news preferences.

The analysis of area wise figures shows a clearer picture of changing preferences of media platforms for news consumption. It is shown in the Graph AS 1. It highlights that in PCMC (43.5%) and the rural area of Pune district (45.3%) television is still the most preferred medium for news and information; but in the metro area of Pune

Availability of Smartphone and access to Internet services are key factors in facilitating convergence and multimedia journalism.

city the Smartphone (30.8%) has overtaken both TV and the newspapers and got highest preference. This may be due to better access to the Internet in the city.

Graph AS 1: Most Preferred Medium for News in %



Growing use of and preference for laptops, Smartphone and the Internet may be driving in the news consumption pattern among the young audience. Replying to specific query 29.5% respondents said that they follow websites of newspapers or news channels and 34.7% respondents have downloaded their news apps. In addition, 16% respondents reported that they follow some websites other than the established media organizations and 29.5% said that they have downloaded special news apps such as DailyHunt, JioExpress, etc. A small but significant percentage (15.3%) of respondents consumes news from various WhatsApp groups.

With increasing use of Smartphones and the Internet, multimedia consumption among the young audience is also on the rise. The respondents indicated equal preference for content in text, visual and audio-visual formats. In addition nearly 15% respondents reported liking for multimedia format. Viewership of both news and non-news video content on Smartphone is around 30%. The young audience reported watching web series, live streaming of sports tournaments, and short news video clips on the Smartphone.

Use of social media platforms such as Facebook, Twitter, Instagram is now becoming part of daily lives of the young audience. More than half the respondents stated that they regularly follow YouTube and Facebook. Instagram is another popular platform among them. While using these platforms, they frequently come across news. Total 61.7% respondents said they come across relevant news on social media and 52.2% said they follow such news on other media platforms. Total 48.1% respondents said they watch live video content such as FB Live on social media.

Though many media organizations now appeal the audience to become 'Citizen Reporters', only 15% of the respondents had so far sent some information or photos about nearby events in response. It indicates that at present the engagement

With increasing use of Smartphones and the Internet, multimedia consumption among the young audience is also on the rise.

level with the audience may not be as per the expectation of the established media organizations. Similarly, readiness to pay for digital content is yet to be developed. Only 11% respondents said that in the past they have paid for digital content and the percentage of doing so in last year is merely two to three percent.

Overall results of the survey suggest growing availability of Smartphone and fair access to mobile Internet services not only in urban but also in rural area. Though traditional media such as newspapers and television news channels have retained their audience; the survey points towards increasing news consumption through Smartphone and Internet. Multimedia news consumption and preference for video content is also on the rise. Similarly, social media platforms are emerging as another source of news for the young audience. This suggests the significant level of audience convergence in regional media setting.

Multimedia and the Journalists

The online survey of journalists and other media professionals gave more insight into the changing media environment. The profile of the journalists participated in the survey gives idea about the multimedia skills and experience they possess. Among the respondents 64.4% presently work for a single platform, while 35.6% work for more than one platform. Significantly 72.7% respondents have earlier worked for some other platforms in the past. Interestingly, 87.3% respondents wish to work for different media platform in the future. Over half of the respondents have received some sort of training in multimedia either in journalism schools or in house by media organizations. This reflects flexibility and willingness of the journalistic workforce in the regional media of Pune and Mumbai. This workforce besides having fundamental journalistic skills, possesses platform specific skills and knowledge necessary for multimedia news production. Most respondents have a positive outlook towards multimedia journalism and media convergence. And 92.7% among them are hopeful that multimedia skills will enhance their career.

In response to changing technology, journalists are now using the Internet and social media for variety of tasks which include getting new story ideas, value addition, verification of facts, etc. Even some of these tasks are now included in their job profiles (see adjoining table JS 1).

Table JS 1: Tasks included in journalists' profiles	Percentage
Send inputs and updates for news apps/web	51.7
Write/edit separate copies for different media	53.7
Click and send photos for print/apps/web	32.2
Shoot videos for apps/web/TV	18.0
Write posts on organization's blog	35.1
Promote news content on social media	50.7

The journalists are aware about the changes in media and looking at them positively. Total 81.4% respondents agree that people now access news anywhere, anytime

In response to changing technology, journalists are now using the Internet and social media for variety of tasks which include getting new story ideas, value addition, verification of facts, etc.

and on multiple media platforms. At the same time 80% journalists agree that in response to changing news consumption patterns news organizations should practice convergence and multimedia journalism.

The respondents reported multiplatform ownership of their media organizations. For example, Newspapers such as *Sakal*, *The Times of India*, and *Maharashtra Times* have the ownership of TV news channels, while channels such as ABP Maaza, Zee 24 Tass own newspapers and magazines. The Times Group owns Radio Mirchi FM channel and Daily *Pudhari* operates Radio Tomato FM channel. Almost all the established media organizations have their own vibrant websites and they have strong presence on various social media platforms. Some regional organizations have partnership with established television companies for news channels. 'News 18-Lokmat' is a striking example of it. Reported percentage of such tactical convergence is 18.5%.

Around 56% respondents said that their organization have made some structural changes within the newsroom to facilitate convergence and multimedia journalism. While 35.6% respondents reported having integrated newsrooms, 28.3% said separate newsrooms within their organizations cooperate with each other for multimedia news production. Changes in hierarchy, news profiles, news flow are also reported by the journalists.

Media organizations use various ways for planning and production of multimedia content. Besides multimedia coverage of central government annual budget, parliamentary and assembly elections, the coverage of Maratha Silent Protest March, Koregaon Bhima incident, etc were cited as examples by the respondents.

Total 72% respondents said reporters from their organizations send stories/photos/videos directly from the spot. Repurposing or rewriting of stories for different platforms is reported by 68.3% respondents.

Promotion of content on various social media platforms is also on the rise and Facebook seems to be the most preferred (93.2%) platform for it. Use of web-analytics and 'Search Engine Optimization' in the newsrooms has also become significant. Almost half the respondent said that they get instructions based on the analytics. 'Hashtags' are quite often used for promotion of stories by around 43% respondents.

Going a step ahead many media organizations have developed 'Citizen Reporters' apps. Total 58.5% respondents said that there organizations appeal audience members to contribute content. Besides special apps, different WhatsApp groups are also used to gather 'User generated content' for the organizations. Tagging the stories for geo-location is another development to spread the stories in targeted geographic area. At present 26.5% organizations are using this advanced feature for news stories.

The survey of journalists reflected different forms of convergence as described by Gordon (2003). It also helped to identify at which stages of the 'Convergence Continuum' (Dailey et al., 2003) Indian media organizations can be situated.

Promotion of content on various social media platforms is also on the rise and Facebook seems to be the most preferred (93.2%) platform for it.

Insights from FGDs and In-Depth interviews

Rich descriptive data from four focus group discussions and 18 in-depth interviews not only validated the quantitative findings from the surveys, but also provided insights into convergent and multimedia practices in the regional media organizations.

Participants in focus group discussions and the interviewees spoke at length about impact of technology on journalism and how they are responding to it. According to them impact is evident at all the levels in journalism, right from information gathering to production and distribution of multimedia content. According to them spread of Smartphone and easy access to mobile Internet services are emerging as the game changer. These developments are driving traditional media towards convergence and multimedia practices.

Some participants specially mentioned the role of Unicode in developing regional language journalism. It is not only useful to the audience, but has made work of the reporters easy and on the go. It is helpful for them to type the stories on the Smartphone with the help of Unicode and to send it across to newsrooms for further processing. It has removed the time and place constraints on filing and sending updates. Along with mainstream media professionals, individual journalists and digital startups in regional language media are also thankful to this development.

With advanced technology, communication within and outside the newsrooms has vastly improved. There had been consistent reference to WhatsApp in all the discussions and interviews. Use of WhatsApp groups for communication among various stakeholders from audience to editors and top managers seems to be the most peculiar thing in the Indian context.

Inflow of information from various sources including social media handles and need for continuous monitoring and sorting of stories emerged from the discussion of subeditors. Different media platforms monitoring each other and picking inputs for news stories also surfaced in the discussions. Problem of redundancy, fake news, need for verification and credibility of mainstream news organizations were also discussed in this context.

Some novel experiments like FB Live for the next day's newspaper (Udyachya Batamya Aaajach!) and getting back the audience from web platforms to print came up during the discussions. It is important to note here that now almost all the media organizations in Pune and Mumbai, be it newspapers or news channels are regularly conducting FB Live and its frequency has increased from once a day to five-six times in a day.

During the discussion, a TV journalist spoke about 'Integrated Media Network' of his company. He narrated how sharing of information from various bureaus across India is being streamlined and how it is beneficial to the working journalists. TV journalists are using Smartphone more smartly and even giving 'walk-through' with the help of it. They termed it as 'Mobile Journalism' and described how they are shooting and editing videos on the Smartphone and sending live inputs to their production team.

In this context newly launched ETV Bharat project by the Enadu group is significant. This is exclusive 24 x 7 web based news channel in more than 13 Indian languages including Marathi. The editor of ETV Bharat (Marathi) asserted that since news consumption, especially video consumption, on Smartphones has increased; it is the platform where media convergence will happen in near future.

Digital journalists being on the forefront of technology are spearheading these changes. But they need to be alert 24x7 and cannot risk missing any important happenings. They have to work on reporters' updates, monitor various information sources and use their creativity to attract maximum eyeballs. One digital editor said that his Smartphone use is so heavy that it pushes him almost at the level of addiction. But he can't avoid it because- 'if I am disconnected, my audience gets disconnected!' This group also spoke about mobile based 'Content Management Systems' (CMS) either developed or being developed by their respective organizations. They say that now 'the Smartphone is their office'.

The Editors and channel heads validated the findings of the survey and mostly endorsed the views came out of focus group discussions. They are well aware about the impact of technology on journalism and in which direction their organizations should move. The editor of BBC Multimedia service in Marathi said, 'Convergence is in our DNA.' Others may not have such a legacy, but they are experimenting a lot to guide their organizations on the convergence path. For example, a local news portal in Pimpri Chinchwad (mpcnews.in) experiments with lot of multimedia content on daily basis with a very small team of journalists.

One thing evolved from all these discussions and interviews is that there is much variety in perspectives and practices of media convergence and multimedia journalism. This is particularly true for regional language media. There is no single model, but they are shaping their own convergent practices.

The researcher could identify some themes emerged from the focus group discussions and in-depth interviews. Some themes relevant to media convergence and multimedia journalism in regional media setting are given below.

1. There is no single model of convergence in India; but a lot of experimentation is happening.
2. Every media organization's and every editor's perception about convergence is different; hence their response is different.
- 3.
3. Use of Smartphone and the internet is becoming central to journalism.
4. The journalists increasingly use the Internet and social media for sourcing.
4. Use of analytics and 'Search Engine Optimization' has become important part of journalism. There are some concerns about it.

Digital
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on the forefront
of technology
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these changes.

5. WhatsApp has emerged as the new platform for communication with and within the newsrooms.

Language and Digital Journalism

In the beginning the Internet services and Smartphone were mostly convenient to the English users, since the instructions and exchange of text messages were only in the English. This was seen as the major hurdle for regional language media and also to regional users. One editor said during the interview that even the early websites of regional newspapers had severe restriction due to non-availability of dynamic fonts. The users had to first download the fonts on their computers; then only they could read the text in regional languages. To overcome these problems C-DAC (Centre for Development of Advanced Computing) undertook a special project to develop web compatible dynamic fonts in Indian languages. This project is still going on and the researcher had an opportunity to participate in one of the deliberations organized by C-DAC related to Indian languages and digital publishing.

Over the years development of Unicode in Indian languages has removed this obstacle. Earlier mobile phones had the facility to type and send SMS only in English and set of instructions were also in this language. Later the Smartphone with inbuilt Unicode system were helpful in spreading its use in Indian languages. This is reflected in the survey of college students. Total 85.6% respondents said that they use Unicode while communicating with friends and using the social media platforms.

This issue also surfaced during the focus group discussions. The journalists unanimously said that Unicode has been of much help to the field reporters, desk persons, TV journalists and the digital journalists. Most reporters now type their stories in Unicode in Marathi and send them across to the central content system. The digital journalists pick up these stories and post them on the websites and other digital platforms. The desk persons are able to convert the Unicode text into the usable fonts for the newspapers. This saves the time and speeds up the editorial processes. The journalists opined that this development has bridged the gap between the English and the regional language journalism.

In recent years, development of content in the regional languages such as Marathi has been phenomenal. Besides mainstream media organizations, small organizations such as My Pimpari Chinchwad dot in, Thodkyat, Aksharnama have emerged to practice different kind of multimedia journalism. It can be said that development of language journalism on digital platforms is giving boost to media convergence and multimedia journalism in India.

Convergence in Sakal Media Group

To understand the actual practices of convergent and multimedia practices the researcher conducted a case study of Sakal Media group, one of the leading regional

Development of language journalism on digital platforms is giving boost to media convergence and multimedia journalism in India.

language media group in Maharashtra and Goa. The group has two regional language Marathi newspapers, two English newspapers, a daily exclusively for the farmers and one regional news channel. The group has strong presence in digital space in the form of multiple websites, special news app, and social media platforms. The efforts for convergence and multimedia journalism are evident into the daily practices.

Daily *Sakal*, first published in 1932, over the years has converted itself into multi-edition daily in Maharashtra. In last two decades starting with a website and with the ownership of SAAM as a Marathi channel, the organization has transformed itself into the multimedia group. Besides an array of websites, the group now uses various social media platforms in daily practice of journalism. It is engaging with the audience through ‘Sakal Samvad’ (the citizen journalists’ app) and increasing social connect with organizations such as women help groups (Tanishka) and youth (Young Inspirators Network). Besides, regular multimedia news stories, multimedia campaign for social issues such as the ‘Bus Day’ in 2012 and ‘Saath Chal’ in 2018 showcases Sakal as the leading multimedia group in Maharashtra.

The Sakal Media Group uses social media platforms extensively. There is a flagship Facebook page of the group as ‘fb.com/SakalNews’. It serves 1.3 million users. The group operates the Twitter handle @eSakalupdate, which has 64,000 followers. On Instagram Sakal is serving the users as @eSakalphotos and is a relatively new entry. The profile has 16,000 followers. On YouTube eSakal has over 16,000 subscribers.

The Sakal Group uses its social media platforms in integral and interactive way. Twitter is used both as a source of information and also as a news alert platform to spread information to the masses. The social media posts are later embedded into the website story. There are visible efforts by the organization to use the social media platforms innovatively with more multimedia content and also to actively engage the audience. These efforts are appreciated by the Facebook, displaying the success story on the link given below, <https://www.facebook.com/facebookmedia/success-stories/Sakal>

Sakal has a dedicated team for digital media platforms. It also has a central desk to supervise and coordinate editorial activities across editions and across platforms. An array of WhatsApp groups is used for smooth interaction and coordination among different levels of journalists within the organization. Considering all these aspects it can be said that Sakal Media Group is the leading regional media organization in Maharashtra and Goa moving towards convergence and multimedia journalism.

Discussion and Conclusion

In the light of research question raised in the beginning the researcher has put forth some key observations and insights about the status and practice of media convergence and multimedia journalism in the regional language setting in India.

Advancement in information and communication technologies is a key factor in making media convergence possible. Development in computing, digitization, mobile telephony and satellite communication are some of the important technologies

Advancement in information and communication technologies is a key factor in making media convergence possible.

related to these. These technologies are now available in India and the time gap in the diffusion of such technologies among the masses has reduced. For example, now the iPhones are launched simultaneously in the Indian market alongside the US and European countries. Recent spread of Smartphone and 3G/4G mobile Internet services has been phenomenal.

Mumbai and Pune being major cities in Maharashtra have access to such technologies. Both the audiences and media houses use such technologies integrating them with daily routine or practices. This may be happening in other major cities spread across India.

Media in Maharashtra is vibrant. The regional language media is transforming itself with changing technology and responding to changes in news consumption patterns among the audience. This is evident in growing multimedia practices in Marathi newspapers, news channels and their digital ventures. Similarly, independent digital ventures such as local news portal in PCMC and many other startups reflect vibrancy in regional language media.

The survey of young audience in Pune district showcases wide range of media choices available to local populace. The percentage of families subscribing to daily newspapers and watching television news channels is quite high. They mostly prefer the regional language media. It shows that even in the onslaught of digital media, traditional regional media is not only surviving, but also transforming itself with new practices.

Though broadband connectivity is minimal in the rural area, availability of Smartphone and access to mobile internet services are changing media usage and news consumption patterns of the young audience. With this, consumption of multimedia content, especially video content on mobile is rising. Increasing use of social media platforms by this audience is also significant. The majority audience comes across different news stories while using the social media platforms. But a major concern related to digital platforms is that the audience is yet not ready to pay for the digital content. Hence the media organizations have to search appropriate business model and digital strategies to remain viable in the multimedia environment.

The online survey of the journalists based in Pune and Mumbai shows that the respondents are well aware about the impact of technologies on journalism and also about the changing news consumption of the audience. They may have realized the inevitability of changes towards convergence and multimedia journalism. They show willingness to change. Significantly, the level of multimedia skills among the journalists is quite high. Nearly half the workforce has received some multimedia training either in journalism schools or by the respective organizations and the majority believe in the multimedia future. Subsequently, use of Internet for various journalistic purposes has increased. Multimedia news production is seen increasing and the new multimedia tasks are being included in the journalists' profiles.

The journalists also reported how media organizations are practicing various forms of convergence and multimedia journalism. Different stages such as ownership convergence, tactical convergence, structural convergence, information gathering

Multimedia news production is seen increasing and the new multimedia tasks are being included in the journalists' profiles.

convergence and story-telling or presentation convergence can be observed from the responses.

The surveys and qualitative insights from focus group discussions and in-depth interviews suggest that the Indian media organizations are moving towards convergence and multimedia journalism. There is much variety in the practices and a lot of multimedia experiments are being carried out. Since the press in India is still growing strong and signs of changes are evident, the Indian media organizations, especially the regional language media are preparing themselves for the big changes. As evident in the case study of Sakal Media Group, leading regional media organizations are striving to have optimum media convergence. Meanwhile, other organizations are mostly strengthening their digital multimedia operations. Hence, the 'webvergence' (integration of traditional media platform with digital or web platforms) rather than the convergence is mostly seen in the regional media setting. The media practitioners and academicians should monitor this transformation towards media convergence and multimedia journalism, which will be the most important factor in regional language media in near future.

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The State of Marathi Language Journalism: Analysis of the Growth of the Industry with Emphasis on Vidarbha Region of Maharashtra

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Abstract

Language has always been the harbinger of success for any nation. It is language which impacts the societal growth in any given region of the world. Similarly languages have played major role in country like India, where the very formation is based on the linguistic basis. Maharashtra and Vidarbha in particular have a distinct history of Marathi journalism and thus it is imperative to learn the status of its governance over the aspiration of the people of the region. Therefore, it is important to track the growth of daily publications to have a clearer understanding of its potential in coming years. In regions such as Vidarbha in Maharashtra, which are culturally and demographically distinct from rest of the state, vernacular press has potential for growth as well as strong financial viability. The paper envisages summarizing the growth of Marathi print journalism in recent years. The regional impact and permeability of the daily publications in Marathi Language is assessed. Factors such as number of publications, circulation figures, and identified key audiences are assessed. The study incorporates public domain data as well as data from media organizations, by means of enquiries, interviews and assessing records. Also, efforts shall be made to understand the impact such publications had made over the years on the factors such as social, economic, cultural and political.

Keywords: Linguistic aspiration; Societal assimilation; Language vehicle; Language impact

Introduction

Language, aside from being the facilitator of communication, unites the community. In India, language plays a dual role. The State Reorganization Act 1956 drew states along linguistic lines. This meant that the regional languages were not only vehicles for cultural identity and but also the development of the states themselves. Marathi language is no exception. Marathi is the official language of state of Maharashtra and co-official language of state of Goa. According to the 2011 Census, Marathi

The paper envisages summarizing the growth of Marathi print journalism in recent years. The regional impact and permeability of the daily publications in Marathi Language is assessed.

(including all of its dialects) has over 8.3 Crore speakers¹. While Maharashtra and Goa states are home to people from all over India, Marathi journalism continues to thrive due to the prevalence of the language in rural and semi-urban regions.

Along with Oriya, Urdu and Punjabi language press, Marathi press has shown remarkable growth. According to the latest RNI data², between 2014-15 and 2015-16, circulation of Marathi dailies rose by 86%, which was higher than its closest riser Oriya (79.8%), Punjabi (43.2%) and Urdu (27.4%). Each of these regional dailies grew faster than Hindi dailies (22.3%) and English dailies (12.5%). These figures are a testament to the overwhelmingly fertile market for Marathi language journalism. The penetration of Marathi journalism in rural areas has also grown, leading to greater viability of the industry in the market. The findings of the paper arrive from subjective analysis of secondary data in relation to circulation figures, content analysis of major Marathi dailies to determine 'localization approaches', and interviews with members of media organization to investigate scope of growth and recent developments in Marathi newspapers in Vidarbha.

Review Of Literature

1. **“Language Press in India” Ch.4 in Mass Communication 335 - National Institute of Open Schooling:** A brief account and historical context of growth of journalism and language press in India was mentioned. The major reason for growth of language press was the prevalence of the language in both the literate and semi-literate populations, as opposed to the “English-speaking elite”. This indicates that regional language press has a higher potential for success, as it has an opportunity for penetration that English language newspapers lack.
2. **Sheth D.L. (2018) The Great Language Debate: Politics of Metropolitan Versus Vernacular India. In: deSouza P. (eds) At Home with Democracy. Palgrave Macmillan, Singapore:** The article describes why language press is significant because of the cultural and socio-political strings that attach people to their vernacular language. It is described that the term ‘vernacular;’ when used in the larger cultural context refers to a cultural identity in politics, of people and social-political elites who are identified as such for their non-use of English in the national political discourse. The use of non-English Indian languages by the ‘vernaculars’ (people, elites, etc.) may be due to conscious preference or the inability to use English as their first language. In the pan-Indian discourse, the non-use of English is uniformly associated with lack of sophistication, parochialism and cultural under development. And, therefore, all articulation and activity in Indian languages is seen as devoid of a genuine national perspective and modernist content. The context is necessary to understand why the rise of Marathi journalism outranks the growth of English and Hindi dailies (Hindi being the other major language) despite the financial and infrastructural advantage.
3. **Malhan P. N., Sayal P., Kuthiala, B. K., “Characteristics of Print Media” (2017) in Elements of Mass Media (IGNOU). Ch.1 pp. 5-19.:** In the descriptions provided in the chapter, issues facing print media and regional media were highlighted. Factors like the need for content revolution, professional

The major reason for growth of language press was the prevalence of the language in both the literate and semi-literate populations, as opposed to the “English-speaking elite”

suffocation, media ownership and financial problems facing small newspapers were described in brief.

Growth In Numbers

The Marathi language journalism has grown significantly in recent years. Two major sources of data: the Registrar of Newspapers in India (RNI) and Indian Readership Survey (2014 and 2017 reports) (Media Research Users Council / Nielsen) indicated growth of Marathi journalism at respectable rates.

Registrar of Newspapers of India (RNI) / Ministry of Statistics and Programme Implementation (MOPSI) accumulated the claimed circulation figures of Marathi Publications showing respectable growth. Analysis of the data subset by comparison of circulation figures in 2013-14, 2014-15 and 2015-16 indicates the following:

Table 1: Marathi Press Circulation Figures

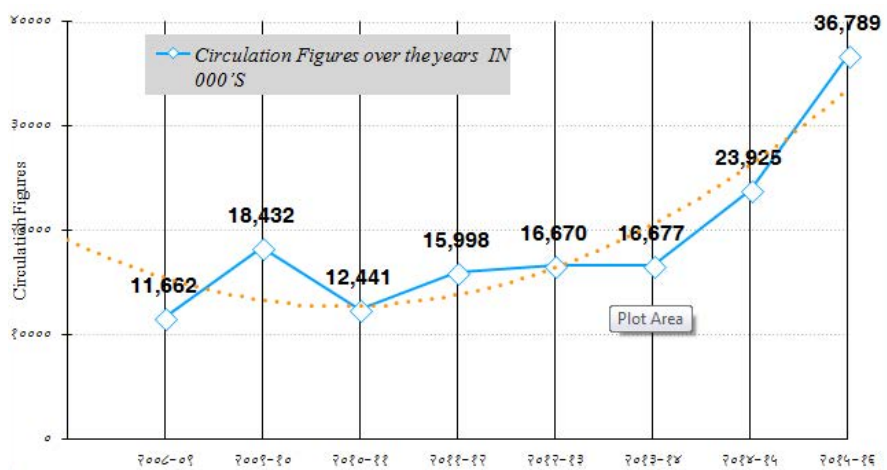
	2013-14	2014-15	2015-2016
OVERALL CIRCULATION	16677	23925	36789
DAILIES	12812	15622	29112
BI-TRIWEEKLY	0	6	0
WEEKLY	2384	6454	6368
FORNIGHTLY	602	809	623
MONTHLY	799	747	365
QUARTERLY	29	34	8
ANNUALLY	31	234	288
OTHERS	21	20	25
<i>SOURCE: Statistical Year Book India 2018 Ministry of Statistics and Programme Implementation (MOSPI)</i>			

Table 2: Growth Rates : Marathi Press Circulation Figures

	2013-14 to 2014-15 (%)	2014-15 to 2015-16 (%)	2013-14 to 2015-16 (%)
OVERALL CIRCULATION	43	54	121
DAILIES	22	86	127
BI-TRIWEEKLY	0	-100	0
WEEKLY	171	-1	167
FORNIGHTLY	34	-23	3
MONTHLY	-6	-51	-54
QUARTERLY	15	-78	-74
ANNUALLY	657	23	833

OTHERS	21	20	25
SOURCE: Statistical Year Book India 2018 Ministry of Statistics and Programme Implementation (MOSPI)			

FIGURE 1: Circulation of Marathi Publications over the Years



The above representation indicates the nearly steady growth of Marathi Publications. It is also important to see how the growth is recorded against the Marathi speaking population of Maharashtra. Table 3 makes strong suggestions on the relative penetration of the Marathi Language Press. There is clear potential for growth as the Marathi Language Press is currently catering to lesser than its overall potential readers, and its equivalent share in the market has not been reached. It can be considered optimum when the 'circulation to population' ratio is closer to pan-India value.

Table 3: Populations vs Circulation

	Population	Press Circulation	Ratio: Circulation to Population
India	1,21,08,54,977	61,02,38,581	0.504
Marathi	8,30,26,680	3,67,88,737	0.443
Percentage: Marathi Speakers to Indian Population	6.86%	6.03%	0.879

SOURCE: • Statistical Year Book India 2018 Ministry of Statistics and Programme Implementation (MOSPI); • Census of India 2011			
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Indian Readership Survey 2014 and 2017 also provides a greater insight on the growth in readership. It must be noted that 'Circulation' is not the same as 'Readership'. While RNI data provides us census of units in circulation, it gives us no

clear understanding of readership, as there could be, and usually are, more than one readers for a unit published in any household, organization or public establishment. Indian Readership Survey is a sample survey that measured readers and not units in circulation. The data from 2014 and 2017 studies implies that Marathi Press readership has grown three times faster than all Press in India, accumulating over 8 million readers in the three year period, when all of Press in India added 84 million readers. Therefore, nearly one in every ten new readers were gained by Marathi Language Press.

Table 4: Indian Readership Survey 2014 and 2017

	IRS 2014 (Crores)	IRS 2017 (Crores)	CHANGE: '14 to '17 (%)	Difference In Population
Overall Readers (12+ Years Of Age)	96.2	104.6	9%	8.40
Marathi Readership	2.6	3.4	31%	0.80
Percentage of Marathi Readers in Overall Population	2.7%	3.3%	-	9.5%

SOURCE: Indian Readership Survey 2017 / Media Research Users Council

Publications

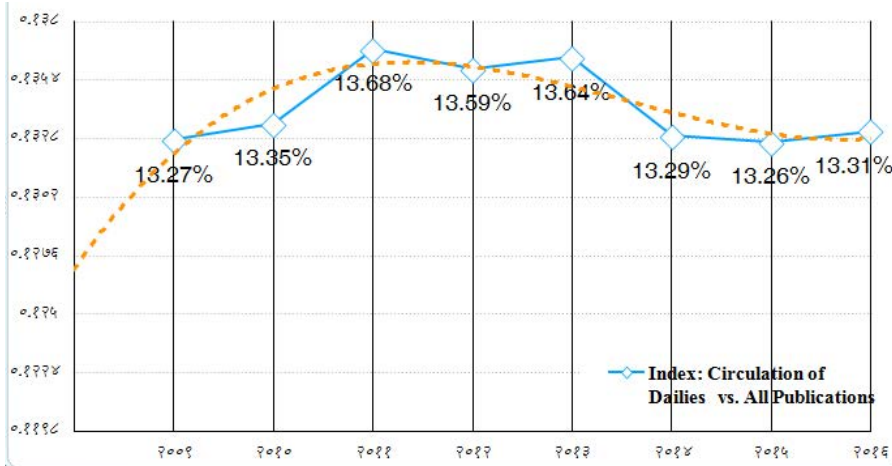
Interestingly enough, the number of Marathi language publications registered with RNI have also risen consistently. However the steady rise in number of publications has not budged the top players from their position in the market. This suggests that the majority of these publications have a tough time challenging the established and recognizable names in the market.

Table 5: Number of Publications in Marathi Language over the Years

	Dailies	Others	Overall
2009	587	1652	4422
2010	628	1727	4705
2011	718	1855	5249
2012	788	1983	5798
2013	897	2183	6576
2014	951	2337	7155
2015	1037	2501	7818
2016	1116	2617	8382

SOURCE: Statistical Year Book India 2018
Ministry of Statistics and Programme Implementation (MOSPI)

FIGURE 2: Ratio of Circulation of Marathi Dailies to All Marathi Publications



Some of the prime publications with sizeable circulation and name recognition are listed below:

Table 6: Major Daily Newspapers of Marathi Language

Name	Ownership	Headquarters
Lokmat	Lokmat Media Private Ltd.	Mumbai, Maharashtra
Daily Sakal	Sakal Media Group	Pune, Maharashtra
Punya Nagari	Shree Ambika Printers and Publications	Mumbai, Maharashtra
Pudhari	Pudhari Publications	Kolhapur, Maharashtra
Loksatta	Indian Express Group	Mumbai, Maharashtra
Maharashtra Times	The Times Group	Mumbai, Maharashtra
Tarun Bharat	Tarun Bharat Daily Pvt Ltd.	Belgavi, Karnataka
Nava Shakti	Indian National Press	Mumbai, Maharashtra
Sanchar	Sangam Papers Corporation.	Solapur, Maharashtra
Saamna	Shiv Sena	Mumbai, Maharashtra

According to Indian Readership Survey 2017, the following were found to be major Dailies and Magazines in the market:

Table 7: Major Newspapers by Readership

NAME	READERSHIP IN 000's
Lokmat	18860
Daily Sakal	10498
Punya Nagari	9520
Pudhari	7273
Loksatta	3794
<i>SOURCE: Indian Readership Survey 2017 / Media Research Users Council</i>	

Table 8: Major Magazines by Readership

NAME	READERSHIP IN 000's	FREQ.
Grihashobhika	18860	Monthly
Noukari Sandarbha	10498	Weekly
Saptahik Sakal	9520	Weekly
Chitrallekha	7273	Weekly
Tanishka	3794	Monthly
<i>SOURCE: Indian Readership Survey 2017 / Media Research Users Council</i>		

Potential Of Marathi Language Press In Vidarbha Region

Vidarbha region of Maharashtra is culturally and demographically distinct from the rest of the state. In Vidarbha's 11 districts between two divisions (Amravati and Nagpur), many key developments in Journalism have historically taken place. In recent years, the region has shown consistent rise in literacy and consumption of newspapers. Following inferences were made from interviews with staff members of the nine major media organizations.

Publications

There are nine major Marathi dailies in Vidarbha region, all of whom have registered a presence in the region for decades:

Table 9-1: Marathi Dailies v. Offices Present in Districts of Nagpur Division

	Bhandara	Chan- drapur	Gadchiroli	Gondia	Nagpur	Wardha
Lokmat	Y	—	—	—	Y	—
Loksatta	—	—	—	—	Y	—
Sakal	—	—	—	—	Y	—
Deshonatti	Y	—	—	—	Y	—

Maharashtra Times	—	—	—	—	Y	—
Punya Nagari	—	—	—	—	Y	—
Tarun Bharat	Y	—	—	—	Y	—
Divya Marathi	—	—	—	—	Y	—
Navrashtra	Y	Y	—	Y	Y	—

Table 9-2: Marathi Dailies v. Offices Present in Districts of Amravati Division

	Akola	Amravati	Buldhana	Yavatmal	Washim
Lokmat	Y	Y	—	Y	Y
Loksatta	—	—	—	—	—
Sakal	Y	Y	—	—	—
Deshonatti	Y	Y	—	—	Y
Maharashtra Times	—	—	—	—	—
Punya Nagari	—	—	—	—	—
Tarun Bharat	Y	Y	—	—	—
Divya Marathi	Y	Y	Y	Y	—
Navrashtra	Y	Y	—	—	—

In the event of a local/district office being absent, the geographically nearest office of the publication handles the region's news as well as publication and distribution.

Growth In Numbers:

Table 9-3: Self-declared Estimated Circulation of Marathi Dailies in Vidarbha

	Daily Circulation (2016-17)	Daily Circulation (2017-18)	Growth
Lokmat	436334	477350	9.4
Loksatta	28059	30360	8.2
Sakal	170034	195880	15.2
Deshonatti	426552	486270	14
Maharashtra Times	53926	60398	12

Punya Nagari	112619	122192	8.5
Tarun Bharat	47668	54342	14.0
Divya Marathi	19440	21054	8.3
Navrashtra	14550	16,035	10.2
TOTAL	1309182	1463881	11.8

Based on the self-declared (average) circulation numbers for Vidarbha region in 2016-17 and 2017-18 for the major Marathi newspapers, the growth rate was 11.8%.

Local Emphasis

Apart from the language factor, the local publications are powerful because of their in-depth coverage of the local events. This is achieved by either a supplement for the local area or releasing a separate local edition. Decisions for local presence eventually determine the localization approach adopted by the publication.

Table 10-1: Marathi Dailies v. Local Edition or Supplement

	Bhandara	Chan- drapur	Gadchiroli	Gondia	Nagpur	Wardha
Lokmat	Y	Y	Y	Y	Y	Y
Loksatta	—	—	—	—	Y	—
Sakal	—	—	—	—	Y	—
Deshonatti	Y	Y	Y	Y	Y	Y
Maharashtra Times	—	—	—	—	Y	—
Punya Nagari	Y	Y	Y	—	Y	Y
Tarun Bharat	Y	Y	Y	Y	Y	Y
Divya Marathi	—	—	—	—	Y	—
Navrashtra	Y	Y	—	Y	Y	Y

Table 10-2: Marathi Dailies v. Local Edition or Supplement

	Akola	Amravati	Buldhana	Yavatmal	Washim
Lokmat	Y	Y	Y	Y	Y

Loksatta	—	—	—	—	—
Sakal	Y	—	—	—	—
Deshonatti	Y	Y	Y	Y	Y
Maharashtra Times	—	—	—	—	—
Punya Nagari	Y	Y	Y	Y	Y
Tarun Bharat	Y	Y	Y	Y	Y
Divya Marathi	—	—	—	—	—
Navrashtra	Y	Y	—	Y	—

Localisation Approaches:

There has been a growing consensus amongst regional language newspapers that they must balance the act of covering local and regional events to serve the interests of the local population, with the coverage of national and international events in the local language to facilitate the readers who have limited lingual abilities in English and/or Hindi, as highlighted in Shameer (2015) and Sheth (2018). However, there is definite formula for the balancing act and most publications may choose their position on the spectrum. Hypothesizing, a **'Localization Approach'** is the degree to which a publication focuses on local coverage over global coverage determines its.

Types of localization approaches we identified are:

A - "Heavy Local Emphasis" - These publications would focus strongly on local events and only cover events outside their scope if they are exceptionally significant. Local FM Radio channels, although not print publications, would often fit perfectly in this definition.

B - "Regional Focus with Local Sections" - The focus is on the region as a whole and different urban and rural centres get their own sections. Vidarbha region therefore would be the primary area of focus, and districts, rural and urban centres would get their dedicated sections. There is room for events from other regions of the state, and of national or global relevance, but it is limited, with only the most important events finding place in the designated allocation of space.

C - "State Focus with Regional / Local Sections" - These publications are largely centred around the State, with "key" urban centres getting a dedicated section, page or supplement. The news from areas nearby these "key" centres would be included in the same sections. The binding factor here is not the local coverage, but the language.

D - “National Focus with State / Regional / Local Sections” - These publications are not very different from the major English and Hindi dailies, and often follow a similar format. The focus is mainly to translate news from everywhere to their lingual audience. Local stories when covered are kept separately in a supplement, unless the event is of national importance.

Based on the qualitative content analysis of the nine Marathi dailies published in Nagpur, Maharashtra, for a period of 7 days, with emphasis on selection of stories, and sectional breakdown of the newspaper, following were the localization approaches identified for their journalistic output:

Table 11: Localization Approaches by Marathi Dailies in Vidarbha Region

Publication	Type of Focus	Description
Lokmat	C	State Focus with Regional / Local Sections
Loksatta	D	National Focus with State / Regional / Local Sections
Sakal	C	State Focus with Regional / Local Sections
Deshonatti	B	Vidarbha Region Focus with Local Sections
Maharashtra Times	C	State Focus with Regional / Local Sections
Punya Nagari	A	Heavy Local Emphasis
Tarun Bharat	A	Heavy Local Emphasis
Divya Marathi	D	National Focus with State / Regional / Local Sections
Navrashtra	C	State Focus with Regional / Local Sections

It is also notable that two publications, Sakal and Deshonnatti have a dedicated Vidarbha section, alongside local sections and supplements. This allows the publications to have a greater appeal to the readers of the region.

Impact and Permeability

Growth in circulation and readership numbers of Marathi language publications can be correlated with growing literacy, social consciousness and ease of logistics in Vidarbha region. This is also reflected in the urban and rural readership patterns, where the latter has been growing at a steady pace.

Interviews with working journalists indicated that in recent years, the growing regional market has incentivized a shift in content priorities for a more localized coverage. This is the outcome of practices aimed towards Media Economics³. Media economics is a term engaged to refer to the business transaction and financial activities of the organization producing and selling production into the various media industries. Economics is concerned with what is produced, the technology and organization of how it is produced, and for whom it is produced. Media economics consists of studying the application of economic principles, concepts, and

Growth in circulation and readership numbers of Marathi language publications can be correlated with growing literacy, social consciousness and ease of logistics in Vidarbha region.

theories to study of macro and microeconomic aspects of mass media companies. 'Glocalization', the practice of incorporating a local angle to stories from distant regions, is becoming more common place. This essentially implies a potential for shift towards Focus Type A from Focus Type D on the Localization Spectrum. The journalists also reported that Media Convergence also plays a role in the greater pool of content as field reporters often witness the local flavour of events and provide scope for localization of content.

Key Audiences: Based on the interviews with media company representatives, following newspapers indicated their approach in audience targeting:

Table 11: Localization Approaches by Marathi Dailies in Vidarbha Region-1

Publication	Comment On Key Audiences	Comment on Change In Key Audiences
Lokmat	"Aim at Marathi readers in different regions" "Local supplements and dedicated pages for state and city focus on local issues." Every district has a dedicated supplement.	Attempting to target both rural and urban readers, as opposed to earlier policy of targeting urban readers.
Loksatta	"More educated" readers of Nagpur City. Only Nagpur has a main edition and dedicated supplement. Circulation outside Nagpur is negligible.	Unchanged.
Sakal	"Marathi Readers of Different Districts" Akola and Nagpur have main editions and supplements, but circulation in rural areas is "good".	"Growing focus on local and rural issues." "Being exercised in Western Maharashtra heavily, and could come to Vidarbha soon."
Deshonatti	"Very focused" on semi-urban and rural markets in Vidarbha.	"Rural emphasis stronger in last 10 years"
Maharashtra Times	"Urban Marathi Readers" in major cities of Maharashtra Only Nagpur has main edition in Vidarbha.	Unchanged. "Policy of Times Group to keep all language papers at same level as the English paper."
Punya Nagari	"Grassroots" / Focus on "rural and local issues" Nagpur and Akola have main editions, 10 out of 11 districts get a local supplement.	Unchanged "since long".

'Glocalization', the practice of incorporating a local angle to stories from distant regions, is becoming more common place.

Tarun Bharat	Rural and semi-urban readers. Nagpur has main edition, and all 11 districts have a local supplement. “Reporting focuses on local matters more than other issues”	Emphasis on rural audience has risen.
Divya Marathi	“Local readers of rural and semi urban places” Circulates only in Amravati (and surrounding areas) in Vidarbha, alongside “7 other smaller cities in Maharashtra”.	Unchanged.
Navrashtra	Urban Marathi readers Only Nagpur has main edition in Vidarbha, with no circulation outside of it.	Unchanged.

Three Marathi dailies are focused on urban readers only and have not changed their stance. Two newspapers have maintained emphasis on rural and semi-urban areas for a long time. Four newspapers have shifted their focus more heavily on rural and semi-urban areas in their reporting as well as by means of local editions and local supplements. This implies that 6 out of 9 major newspapers are now focused on localization efforts.

Ad Revenues: Higher circulation has also resulted in better rates for advertising in Marathi publications. Interactions with marketing officials of three major publications have claimed that between 2014 and 2018, the fares have risen between 50-75% across Maharashtra. Demand for Ad spaces in Marathi newspapers have risen between 25-35% in the same period. However it is to be noted that these claims are anecdotal in nature and for all that it is worth, this implies that language press is becoming more financially viable and profitable than it was before.

Rural and Urban markets are embracing Marathi publications at similar rates. Indian Readership Survey data indicates that between 2014 and 2017, rural readership has risen by 9% points whereas urban readership has risen by 6% points. (These rates may be higher for Maharashtra as the literacy rate for the state is higher than the national average.) The growing popularity can also be tied to migrations as well as easier to-and-fro communications that causes word-of-mouth publicity. Growth of readership has also taken place at the same time as growth in liberal attitudes towards education and treatment of women. There is good reason to believe that growth of regional press in Vidarbha is a part of bigger package - the socio-cultural development of Vidarbha region.

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The culmination of localization approaches, demand in circulation, scope for advertisement revenue and socio-cultural progress collectively indicates that Marathi language press has potential for growth in Vidarbha region, and focusing on rural markets is in the best interest of the publishers.

Marathi Identity: In addition to the factors already described, Marathi language journalism also earns its potential from the jingoism surrounding the ‘Marathi’ brethren identity, and the sense of pride surrounding the language. In an interview with a journalist in Nagpur city, it was remarked that: “Even though the society is fairly multilingual, the usage of Marathi language is important for Marathi speakers as a means of conserving what is considered by them, a “rich cultural heritage”. The chauvinistic outlook towards the language is also evident from the language’s literature, dramatic arts and cinema.” This factor explains why despite being a multilingual society, Marathi is the preferred language by many users, and this is one of the contributing factors towards the growth of Marathi dailies.

Conflicts of Interest: However, not everything is rosy in the industry. The language press faces challenges from multiple directions. Media ownership patterns and advertising revenue model affect the journalistic freedom and independence of the reporters. The systemic bias affecting the media industry as a whole, have not spared the Marathi press. This sentiment was also highlighted in Malhan, Sayal and Kuthiala (2017) which described: “ The same few high profile commentators dominate in all the newspapers and magazines. To win over a large section of people, the printing revolution must be accompanied by a content revolution so that the newspapers play a more robust role in the coming days of intra-media competition.” while also adding that, “It is necessary to take steps to ensure that the small and medium newspapers become financially viable and do not resort to malpractices of any kind. Only then the press would be in a position to discharge its obligations to people in rural India.” In Vidarbha region, the major dailies are part of larger media groups that usually have multiple newspapers and other media. They, hence, are not free from potential conflicts of interests.

Talent Drain: Another challenge for the Marathi press is the saturation of talent in big urban centres, which offer more lucrative career opportunities for ambitious journalists. This creates an imbalance in the state as a whole, as the rural areas and smaller districts struggle to get the best of talents, and often fail to provide a comparable pay-scale to the aspirants. This imbalance also introduces a systemic bias in the manner of operations and content generation for the media organizations, and threatens their aspiration for localization. Vidarbha region therefore has to struggle with this element, as Mumbai and Pune cities of western Maharashtra attract most of the talent, which benefits the cities and nearby areas, whereas Vidarbha being at a significant geographical distance, has to work with relatively limited resources.

Key Findings

Table 12: Claimed Circulations of Publications (2015-16) (in 000’s)

Industry	Overall Circulation	Dailies
Hindi	314455	175903
English	65413	38000

“ The same few high profile commentators dominate in all the newspapers and magazines. To win over a large section of people, the printing revolution must be accompanied by a content revolution so that the newspapers play a more robust role in the coming days of intra-media competition.”

Urdu	51775	42376
Marathi	36789	29112
Gujarati	28828	16903
Telugu	27645	19760
Oriya	20313	14413
Malayalam	15558	9144
Bilingual	14954	2968
Tamil	9340	5563
SOURCE: <i>Statistical Year Book India 2018</i> <i>Ministry of Statistics and Programme Implementation (MOSPI)</i>		

1. Marathi Language Journalism (Print) is the 4th largest industry by circulation.
2. The industry is the fastest growing industry by circulation. According to the latest RNI data, between 2014-15 and 2015-16, circulation of Marathi dailies rose by 86%, which was higher than its closest riser Oriya (79.8%), Punjabi (43.2%) and Urdu (27.4%).
3. According to IRS, Marathi readership between 2014 and 2017 rose by 31%, while the national average was 9%. The data also suggests that Marathi readers contributed 9.5% to the growth in national readership, further confirming that Marathi press has been a major contributor to press industry between 2014 and 2017.
4. The population vs. circulation ratio of Marathi language dailies is lower than the national population over all daily publications - indicating that Marathi press has plenty room to expand its market before the growth levels saturate and match the national average.
5. Number of publications have grown at a nearly steady pace between 2009 and 2016. The number of dailies have stayed around 13% across this period, with only minor fluctuation. However the growth in the number of publications has not been able to budge the prime publications of the market from their top positions, implying that most the additions were minor publications with low readership.
6. In Vidarbha region, nine daily publications dominate the market. Their circulation grew by 11.8% between 2016-17 and 2017-18 based on self-reported figures.
7. In Vidarbha region, the major publications have registered offices in multiple districts. The major publications show various localization approaches. The spectrum of localization spectrum is as follows:

A - "Heavy Local Emphasis" - Two (2) publications.

B - "Regional Focus with Local Sections" - One (1) publication.

C - "State Focus with Regional / Local Sections" - Four (4) publications.
D - "National Focus with State / Regional / Local Sections" - Two (2) publications.

8. Four major newspapers have shifted their focus on more local issues and are considerate towards wants of rural audiences. Two other newspapers have maintained that streak. This implies that 6 out of 9 major newspapers are now focused on localization efforts.
9. Growth is a result of multiple factors. Social factors such as literacy, logistical ease, social development play a role. Localization in content generation, as well as population's clear preference towards Marathi language despite being a largely multilingual society, is also major factor. Growth in rural area readership also appears to be an interesting factor, that seems to have influenced the practices of the media organizations.

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Nurturing sovereign Journalism or earning reasonable profit: A study on growth and trends of Language Newspapers in India

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Abstract

Newspapers are the oldest and most popular form of print media industry across the globe. In India newspapers are always investigated by researchers to understand the cultural transformation and development in the country. According to Audit Bureau of Circulation's, Jan-Jun 2018 report, amongst the top 10 newspapers in India eight newspapers are vernaculars and only two are English dailies. There is a paradigm shift in the business model and market share of language newspapers in India. It is no longer looked down as 'Vernacular Press' by English newspapers rather it should be renamed as 'Dominant Press'. There are many classifications to study newspapers in India namely Pre-Post Independence or Before - After the emergency. Regular studies are being conducted by Registrar of Newspapers of India (RNI), the National Readership Council of India (NRCI) and the Audit Bureau of Circulation (ABC). This paper is also an attempt to study the growth and trend of language newspapers in India. It is organised into two parts; part one will discuss the history of Indian language newspapers narrating the growth and part two will focus on the present trend and stature of the language newspapers in India. This paper will limit itself to consider the top daily language newspapers based on ABC ranking so that a healthy comparison can be made with English dailies and a good analytical framework could be developed on common grounds.

Key-words: Language Newspapers, English Newspapers, Vernacular Press, Dominant Press.

Introduction

a) History of Language Newspapers in India

'Calcutta General Advertiser' (1780) was the first English newspaper which as the name suggest was a medium to advertise services and products and hardly focused on information related to political and administration were published. Published

by a European James Augustus Hicky for the local Europeans residing in Calcutta now Kolkata. He was later imprisoned for publishing confidential administrative information of the then Governor Warren Hastings. (Hussain, 2017). This was followed by many other English newspapers. Then came an English journalist James Silk Buckingham as editor of '*Calcutta Chronicle* (1811)' in the 18th century which is regarded as the golden era of journalism in India. This editor introduced a new trend to journalism by covering the local problems of the people. His movement against the evil of 'Sati' practice brought many social reformers ahead to eradicate the evils in the society. Since English is not the language of India, it was difficult to reach the people with English newspapers. Here came the need to start language newspapers or vernacular newspapers or regional newspapers. Raja Ram Mohan Roy used the strength of newspaper and started a Bengali newspaper '*Sambad Kaumudi*' in 1822.¹ From then onwards newspapers in India have always been regarded as a medium to create mass awareness. The oldest existing language newspaper is '*Bombay Samachar*' now '*Mumbai Samachar*' (1822) which is a Gujarati newspaper started by Fardaonji Murzban in Mumbai. The first language newspaper was '*Dig Darshan*' (April, 1818) followed by '*Samachar Darpan*' which was published in Bengali language on 23rd May, 1818. Both of these newspapers were published by 'Serampur Missionaries'.² The vernacular press is prominently seen in Hindi, Marathi, Malayalam, Tamil, Telgu, Urdu and Bengali languages.

As a consequence of the Revolt of 1857, many freedom fighters joined hands to start the Indian National Movement by writing through language newspapers to reach people at the grassroots and create mass awareness and arise feelings of patriotism. Many powerful newspapers emerged to spread the political propaganda against the British Indian Government.³

S.no.	Name of the Language Newspaper	Year	Editor	Language
1.	Amrita Bazaar Patrika	1858	Sisir Kumar Ghosh and Motilal Ghosh	Bengali
2.	Swadesamitran	1880	G Subramania Aiyer	Tamil
3.	Kesari	1881	Bal Gangadhar Tilak	Marathi
4.	Sudharak	1888	Gopal Ganesh Agarkar	English and Marathi
5.	Navjeevan	1919	Mahatma Gandhi	Gujarati

Table 1: Prominent Language Newspapers in Pre-independence Era

In table 1 some of the early and prominent language newspapers are mentioned of the pre-independence. The major Indian languages in which the regional newspapers are published are Assamese, Bengali, Gujrati, Kannada, Malayalam, Manipuri, Marathi, Oriya, Punjabi, Tamil, Telgu and Urdu.

b) Brave Journalists of Vernacular Newspapers

In the pre-independence era editors and journalists associated with the vernacular

The vernacular press is prominently seen in Hindi, Marathi, Malayalam, Tamil, Telgu, Urdu and Bengali languages.

press were mostly selflessly serving the ethics of journalism. There was no financial motivation which encouraged them to write for these language papers. Spending a hard life with a dream to aware the local people against the exploitation of British administration and get independence was the only motive of the brave journalists of those times. The following are few journalists who are still remembered for their worthy contribution to language newspapers.

Bal Gangadhar Tilak - “Just as street lights and the rounds of police constables bring to light anything wrong or unjust happening on the roads in the dark, the editorial pen brings to light the injustices and the wrongs of the administration.” Brave freedom fighter Bal Gangadhar Tilak published this statement in the first issue of ‘*Kesari*’ a Marathi weekly founded by him in the year 1881. He also founded ‘*Mahratta*’ an English daily. Gopal Agarkar and Vishnushtri Chiplunkar helped him in running these newspapers and publishing nationalists articles and criticizing the British administrations. Tilak was arrested on the charge of sedition for supporting revolutionaries who tried to assassinate Dougals Kingsford, then a chief presidency magistrate. He also exposed the British’s ploy of poisoning Shivaji VI a minor king of Kholapur after declaring him as ‘mad’ by publishing an article stating the ill treatment given to the minor by the servants and officials.⁴

Under the Kesari-Maratha trust the newspapers continue to published after the sad demise of Bal Gangadhar Tilak.⁵

G Subramania Iyer – This journalist published two leading papers The Hindu (the existing English daily) and Swadesamitran one of the first Tamil newspaper. To develop patriotism and encourage the Tamil people to join the freedom movement he used these newspapers but was later caught in the case of defamation cases that put him into financial crises also in 1908 he was send in jail for sedition and was tortured a lot.⁶

Sisir Kumar Ghosh and Motilal Ghosh – This brother duo started the very famous *Amrita Bazar Patrika* initially in Bengali on 20 February, 1868 but later in English language. This paper urged Indians involvement in the administration to become economically strong. It openly criticized the British regime and once published letter detailing the plans to annex Kashmir which encouraged the Maharaja of Kashmir to lobby for his independence in London. Stories published in this paper developed pressure on the management of Presidency College in Calcutta to re-admit Subhas Chandra and few other students who were expelled on the grounds of indiscipline. This paper also described Lord Curzon, the then Viceroy as “Young and a little foppish, and without previous training but invested with unlimited powers.”

K Ramakrishna Pillai – In the princely state of Travancore Pillai’s name was synonymous with a Malayalam paper ‘*Swadeshabhimani*’ (1910) which was popular for writing against the British administration. This journal was owned by Abdul Khader Moulavi and edited by Pillai. Pillai targeted P Rajagopalachari the Diwan of Travancore by openly attacking his wrong deeds and corruption in the state. This paper was confiscated by the British Government; Pillai was arrested and banished to Tirunelveli, where he continued his writing for campaigning the civil rights.

Spending a hard life with a dream to aware the local people against the exploitation of British administration and get independence was the only motive of the brave journalists of those times.

Madan Mohan Malaviya – Apart from the noteworthy contribution in inception of Banaras Hindu University, Malaviya is also popular as a journalist during the pre-independence of India. Malaviya started his career in 1887 as editor of '*Hindostahn*'. In 1889 he became the editor of '*Indian Opinion*.' When British brought Press Act he campaigned against it through his writings in 'Leader' an English daily in 1908. In 1910, he started a Hindi Newspaper '*Maryada*.' He also saved '*Hindustan Times*' in 1924 from collapsing by raising the fund of Rs.50,000 where Ghanshyam Das Birla paid the maximum money. He also served as the Chairman of Hindustan Times (1924-1946). In the year 1936 the Hindi edition '*Hindustan*' was launched by him.

c) Legislation on the Indian Press

Since, the reach and accessibility of language newspaper was high with the local people. It was irritating the British Indian Government. Therefore, these newspapers had to face restrictions on its freedom of press from time to time through various legislations forced upon the language newspapers in pre-independence era.

Censor Act, 1799: This act was passed by Lord Wellesley for language newspapers which made it mandatory to print the names of the printers, editors and proprietors and before printing any news or article in newspapers or magazines it should be submitted to the Secretary of Censorship. This Act was later abolished in 1818 by the first Viceroy of India Lord Warren Hastings.

Licensing Regulation Act, 1823: The then Governor General of India John Adam, enforced this act. According to which the printers and publishers had to obtain a licence to start the press. A fine of Rs 400 would be charged from the defaulters and also the press would be confiscated by the government and license would get cancelled. The rights of issue and the licence were restricted to Governor General only. The regulation was against the vernacular languages. The newspaper, *Mirat-ul-Akhbar* of Rajaram Mohan Roy was affected mostly and ultimately stopped its circulation.⁷ This Act was abolished by Charles Metcalfe.

Press Act, 1835: Since, Sir Charles Metcalfe introduced this act so it is also known as Metcalfe Act. He restored the freedom of press as he wanted the liberation of the press in India which resulted in rapid growth of language newspapers. In 1835 he revoked the uncouth "Licensing Regulation Act" of 1823 and was entitled as 'Liberator of the Indian Press.'

The Licensing Act, 1857: Lord William Henry Cavendish-Bentinck, Governor General (1828-1835) repeated the licensing regulation act of 1823. This was during the Revolt of 1857. The newspapers cannot be published without the licence and the governor was the chief authority.

The Registration Act, 1867: With an intention to keep a record of all the books and newspapers this act came into force. It does not play any role on the restriction part but emphasises on the proper registration of all published work with the name of the printer and the publisher and also the name of the place from where the publication has taken place. A free copy of the publication was supposed to be submitted to

Since, the reach and accessibility of language newspaper was high with the local people. It was irritating the British Indian Government.

the local government after one month of publication. This act is still applicable after necessary amendments in it in 1955 India and is denoted as 'The Press and Registration of Book Act, 1867.'

Vernacular Press Act, 1878: This act clearly distinguished press in two sections in India namely the English and the Vernacular newspapers, which were popular for criticising the British rule in India. Therefore, this law was not applicable to English Press as the British Govt was angry with the Vernacular Press and thus passed the Vernacular Press Act. It was passed by Lord Lytton in 1878. The Magistrates were authorized to question the vernacular publisher to give assurance of not publishing anything against the British Rule (Hussain, 2017). Strict action was taken against the defaulter. Editors were punished and heavily fined, which broke the backbone of the vernacular newspapers. But, the brave vernacular journalists continued their publication selflessly. This law was cancelled by Lord Ripon in 1882.

Newspaper Act, 1908: The language newspapers were unstoppable from writing against the adverse policies of Lord Curzon. To control the press this Act gave the magistrate the rights to confiscate the property of press if they publish unpleasant material against the British policies and governance in their newspapers. Seven press houses were confiscated and nine newspapers were prosecuted under the Newspaper Act.

Indian Press Act, 1910: This Act was promulgated for strict censorship on all publications. Since the newspapers were influencing the people and developing radical Indian nationalism. This act was enforced to curb the freedom of expression. Registration and submission of two free copies was made mandatory for all kinds of publication.

The Officials Secrets Act, 1923: This Act is the oldest surviving act in the Indian constitution. Any action which can help the enemy state is condemned under the Official Secret Act. This was introduced to control the newspapers as well as the Indian National Congress. Area or documents over which Official Secret was mentioned was prohibited for access.

Indian Press Act, 1931: With the impact of Gandhian movements British Government had to take strict action against the newspapers if it publishes anti-government content. This was an after effect of the 'Civil Disobedience Movement of 1930.' Heavy securities were demanded from press to continue its publication. Around 130 newspapers submitted the security and the one who refused had to suspend the publication.

Objectives

The following are the objectives of the study, to:

- Know the history of Language Newspapers of India
- Learn the struggle of Language Newspapers of India

- Study the Legislations on the Press of India
- Examine the growth of language newspapers in India
- Identify the present trend and stature of the language newspapers in India.

Research Methodology

This paper is an attempt to study the history, growth and present trend and status of language newspapers in India. Therefore, to highlight the main findings of the paper Comparative Analysis is performed as the research method to compare the English Newspapers with the Vernacular Newspapers on the following variables (parameters):

- a. Circulation
- b. Price
- c. Reach
- d. Readership
- e. Advertisement Rate

From the total population of the newspapers registered in ‘Registrar of Newspapers for India’, the list of top 10 highly circulated newspaper generated by ‘Audit Bureau of Circulation’ (ABC) among the ABC member publication was considered for the study (Table 2). The newspaper selected for comparison were –

1. *Dainik Bhaskar* – 1st Rank; Hindi Language
2. *Times of India* – 3rd Rank; English Language
3. *Malayala Manorama* – 6th Rank, Malayalam Language

This paper will limit itself to consider the top daily language newspapers based on ABC ranking so that a healthy comparison can be made with English dailies and a good analytical framework could be developed on common grounds.

Growth of Language Newspaper in India

Glancing at the compound annual growth rate of the print industry in India Audit Bureau of Circulation claims a significant growth of 4.87 percent by the end of 2006 and by 2016 the circulation has been raised to 62 million in a day.⁸ The language newspapers make the maximum contribution in strengthening the print media industry of India. During 2013 to 2015 a growth of 12 percent was observed in the circulation rate of Indian dailies newspaper especially from the northern region (7.83%) which is prominently the Hindi belt followed by the south (4.95%), west (2.81%) and east (2.63%). Whereas a decline of 3-6 percent is seen in other countries as Japan, Germany, United States and France.

Low price, easy accessibility, impact of education, cheapest competitive pricing of newspapers are the major reasons of a brighter future of newspaper in India. Newspapers still enjoys credibility and integrity in comparison to other medium in India. The vernacular press is very popular amongst the local people who are not friendly with the online media.⁹

This paper is an attempt to study the history, growth and present trend & status of language newspapers in India.

Print is the oldest medium of mass communication; it has always faced the challenge of radio, TV and now the digital media. Be it the 'Me Too' syndrome or 'Co-existence' in India there is a good scope for it. Referring the latest reports of Audit Bureau of Circulation illustrated in figure 1 and table 2 and 3 it is understood that with so many same language newspapers or other medium the growth of vernacular newspapers is unstoppable.

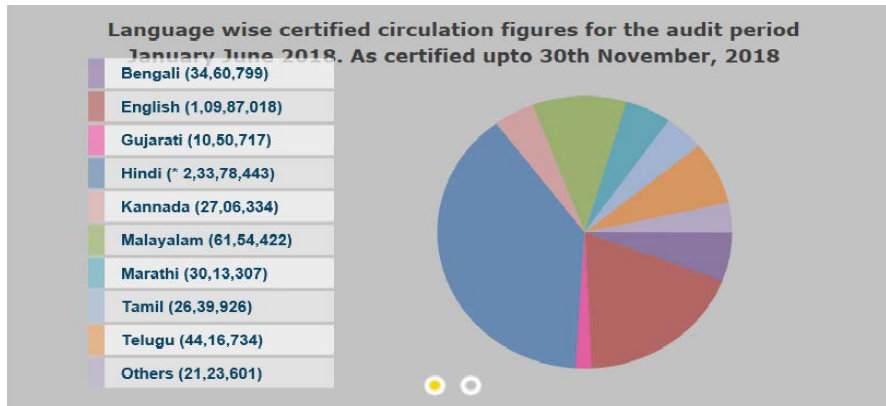


Figure 1: Indian Newspapers Circulation Report, Audit Bureau of Circulation, Nov.2018



AUDIT BUREAU OF CIRCULATIONS

**Highest Circulated amongst ABC Member Publications (across languages)
As certified upto 30th November, 2018.**

Sr. No.	Title	Language	Average Qualifying Sales Jan - Jun 2018	Average Qualifying Sales Jul - Dec 2017
Daily Newspapers_ (amongst member publications)				
1	Dainik Bhaskar #	Hindi	4,251,236	4,146,737
2	Dainik Jagran #	Hindi	4,144,706	4,367,541
3	The Times of India #	English	2,826,164	3,198,449
4	Hindustan #	Hindi	2,625,343	2,763,623
5	Amar Ujala #	Hindi	2,610,784	2,711,504
6	Malayala Manorama	Malayalam	2,368,672	2,411,402
7	Eenadu	Telugu	1,807,998	1,842,624
8	Daily Thanthi	Tamil	1,525,526	1,571,782
9	The Hindu #	English	1,397,944	1,548,660
10	Mathrubhumi	Malayalam	1,363,931	1,451,420
11	Daily Sakal	Marathi	1,204,640	1,278,971
12	Punjab Kesari	Hindi	1,165,506	1,180,348
13	Sakshi #	Telugu	1,091,079	1,110,141
14	Ananda Bazar Patrika #	Bengali	1,080,478	1,080,883
15	Patrika #	Hindi	1,005,485	1,014,688
16	Hindustan Times #	English	1,004,110	1,168,613
17	Dinamalar #	Tamil	848,287	894,731
18	Prabhat Khabar	Hindi	829,982	858,084
19	Divya Bhaskar #	Gujarati	822,513	770,023
20	Vijayavani #	Kannada	760,738	802,619
Weekly Newspapers_ (amongst member publications)				
1	Ravivasiya Hindustan #	Hindi	2,289,376	2,429,794
2	The Hindu #	English	1,079,938	1,122,472
3	Sunday Times of India	English	1,053,164	1,094,430
4	Ravivar Loksaata	Marathi	364,033	384,665
5	Karmasangsthaan	Bengali	338,747	307,624
Magazines_ (amongst member publications)				
1	Vanitha	Malayalam	406,957	482,707
2	Annadata	Telugu	316,470	319,668
3	Grehlakshmi	Hindi	303,886	305,654
4	Malayala Manorama	Malayalam	280,130	304,591
5	Saptahik Bartaman	Bengali	144,814	144,113

* Does not include circulation figures of Gaya & Patna editions which are "under consideration".

Includes variant copies

Print is the oldest medium of mass communication; it has always faced the challenge of radio, TV and now the digital media.

Table 2: Top 20 Daily Newspapers in India, ABC, Nov.2018

In table no.2 the list indicates the popularity of language newspapers amongst the readers which is resulting in high circulation. If compared with English newspapers only three could make place in the top 20 slab in terms of average qualifying sales. 'Times of India, The Hindu and Hindustan Times' at position number three, nine and 16 respectively. The major share in circulation is of the Hindi language newspapers it counts for seven newspapers out of 20 varying from position number one, two, four, five, 12, 15 and 18. Malayala Manorama ranks sixth highest circulated newspaper followed by other two regional newspapers of the South India. This is due to high literacy rate in southern states of India.

**AUDIT BUREAU OF CIRCULATIONS**

Highest Circulated Daily Publications
As certified upto 30th November, 2018.

Language	Publication / Title	Average Qualifying Sales Jan - Jun 2018	Average Qualifying Sales Jul - Dec 2017
Assamese	Asomiya Pratidin	105,019	125,179
	Niyomiya Barta	79,501	Not A Member
Bengali	Ananda Bazar Patrika #	1,080,478	1,080,883
	Bartaman	652,669	657,083
	Ei Samay Sangbadpatra	273,587	283,804
	Sangbad Pratidin #	266,665	262,793
English	The Times of India #	2,826,184	3,198,449
	The Hindu #	1,397,944	1,548,860
	Hindustan Times #	1,004,110	1,168,613
	The Telegraph #	416,438	456,881
The Economic Times		380,525	382,888
Gujarati	Divya Bhaskar #	822,513	770,023
	Mumbai Samachar	54,697	56,851
	Saurashtra Samachar	51,941	52,017
Hindi	Dainik Bhaskar #	* 4,251,236	4,148,737
	Dainik Jagran #	4,144,706	4,367,541
	Hindustan #	2,625,343	2,763,623
	Amar Ujala #	2,610,784	2,711,504
Punjab Kesari	1,165,506	1,180,348	
Kannada	Vijayavani #	780,738	802,619
	Vijay Karnataka #	693,018	725,207
	Prajavani #	531,028	542,228
	Udayavani	288,060	301,966
Malayalam	Malayala Manorama	2,368,672	2,411,402
	Mathrubhumi	1,363,931	1,451,420
	Deshabhimani	625,798	577,844
Manipuri	The Sangai Express	80,955	56,796
	Poknapham	80,840	80,930
Marathi	Daily Sakal	1,204,640	1,278,971
	Pudhari	624,827	669,574
	Loksetta	320,080	343,296
	Tarun Bharat	148,104	157,293
Oriya	Samaj	318,114	330,621
	The Samaya	170,662	159,177
Punjabi	Ajit	366,537	387,071
	Jag Bani	296,660	309,376
Tamil	Daily Thanthi	1,525,526	1,571,782
	Dinamalar #	848,287	894,731
	The Hindu	266,113	288,065
Telugu	Eenadu	1,807,998	1,842,624
	Sakshi #	1,091,079	1,110,141
	Andhra Jyoti	784,600	720,473
Urdu	The Munsif	58,880	59,541
	The Siasat Daily	43,970	44,583

* Does not include circulation figures of Gaya & Patna editions which are "under consideration".

Includes variant copies

Table 3: Language Wise Highest Circulated Newspapers in India, ABC, Nov. 2018

As per the ABC list of 2018 the regional newspaper enjoys the highest circulations in India (Table 3). Before 1947, the newspapers industry was oriented to proliferate the cause of independence. After 1947, the newspapers align with the government and provide support to all policies and initiatives or become the criticizer.¹⁰

The language newspapers are also coming up with their online versions. The major dailies in Tamil language, like *Dinamani*, *Daily Thanthi*, *Dinakaran* and *Dina Thanthi* have their e-papers available online. The ‘manoramaonline.com’ being among the most striking of them.

About 90 percent of the readership of newspaper is of the Hindi and regional languages. A report released by Nielsen India entitled as ‘Demand Spotting: The rise of the Indian Small Town’ explains how the regional newspapers have identified the demand raised in II and III tier cities for local news in their native language which gave them unprecedented response.

Language newspapers are continuously capturing newer markets and penetrating deeper into the regions which is helping in gaining a better circulation and average issue readership. As per the IBEF report of 2017 the Print industry has a major contribution in the advertising revenue which is approximately 41.2 percent, followed by TV (38.2 percent), digital media (11 percent) and outdoor media, radio and cinema (10percent).¹¹

To compete with the vernacular newspapers the English newspapers are also trying to reach small towns with their district editions. For example the ‘Times of India Group’ launched ‘*Ei Samay*’ a Bengali newspaper in West Bengal, the ‘Dainik Bhaskar Group’ launched ‘*Divya Marathi*’ in Maharashtra.

Present trend and Stature of the Language newspapers in India

With time the printing quality and standard of news have raised in the regional language newspapers. The journalists working for vernacular newspapers got a good raise in salaries and social status. Earlier, the reporters of English newspapers undermine the potential and writing skills of language newspaper reporters. With the increase in the schools of journalism in various state and central universities and also the private institutions an effort to confer best resources leading to industry ready journalists in vernacular press is gaining flying colour results. Today good books on journalism practices are available in various Indian languages which are making students understand the concept and gain knowledge in their own local language.

Today the language newspapers are not just pure language dailies. To survive in the market it is coming up with new supplements which cater the needs of all classes and masses of different age groups. Media conglomerate of Odisha ‘Eastern Media’ runs two weeklies with its Odia newspaper ‘*Sambad*’; a bilingual publication ‘*Yuva Sambad*’ also a tabloid for children. To become future ready the regional newspapers are available as mobile application also.

Language newspapers have understood the importance of branding and have taken to brand activation in a big way, providing integrated platform to the advertisers. Possessing its local nature, the vernacular press understands the intricacies of the city well and therefore it is preferred by brands for promotions, launches, awareness campaigns and consumer connect initiatives. A Telugu Daily Newspaper 'Sakshi' regularly holds education and career counselling fairs, and real estate fairs.

Vernacular newspapers in South India gained momentum due to higher literacy rate. To establish the digital presence the Malayala Manorama group also tied up with Yahoo to create a Malayalam news portal. Kerala has a major contribution in the growth of print industry followed by Tamil Nadu and Andhra Pradesh.

West Bengal has glorious history when it comes to discourse upon the language newspapers in India. Even today it witnesses a stronghold for regional dailies. It is said that newspaper reading is a fashion in most Bengalis. Often local brands give advertisements in regional newspapers but in Bengal regional dailies receive more advertisements from national brands. *Ei Samay* is a preferred online destination making its facebook community page as most engaging and popular in Bengali facebook page.

In view of advertising markets in India, Maharashtra is always denoted as P1 market. 'Maharashtra Times' and 'Divya Marathi' are very popular and fast growing language newspapers in Maharashtra. Their growth is impacting the long time leader Lokmat which is observing a drop in circulation. 'Sakal' continues to grow in Pune and its e-edition is also available for the readers.

The price of language newspapers is comparatively less than the English newspapers. It varies from Rs.1 to Rs.5 while Hindi newspapers cost the same as English newspapers around Rs. 8. There is a continuous financial pressure with vernacular press, which is barring them from dedicating entire space for news coverage. The layout and presentation has improved many folds of maximum regional newspapers. The major reason for the popularity of language newspapers is coverage given to daily activities and issues of locals. Cultural reporting is very prominent here with good number of photographs. Coverage of problems associated with the city like electricity, water and transport is also being highlighted.¹²

Findings

S. No.	Name of the Newspaper	Language	Circulation As per ABC, 2018	Price	Reach	Readership As per IRS 2017	Advertisement Rate
1	Dainik Bhaskar	Hindi	4,416,737	Vary from Rs.5 – Rs. 6	12 States 66 Editions	45105	Rs.290- Rs.2210 Per 20 words

Language newspapers have understood the importance of branding and have taken to brand activation in a big way, providing integrated platform to the advertisers.

2	Times of India	English	3,198,449	Vary from Rs.3 – Rs.8	29 States 40 Editions	13047	Rs.35- Rs.1100 Per 5 line
3	Malayala Manorama	Malayalam	2,411,402	Vary from Rs.1- Rs.2.50	5 State 14 Editions	15999	Rs.570- Rs.1242 Per 10 words

Table 4: Comparative Analysis of Vernacular Press with English and Hindi Newspapers

Circulation: As per the ABC report 2018 (Table 2) it is clearly visible that language newspapers has higher circulation rate and are flourishing in terms of growth. Indian Press has a promising future on grounds of the popularity and has a very lucrative media market. Cross media ownership is also making strong footholds in India.

Price: The production cost is higher than the selling price of newspapers in India. As the major revenue generation is done from the advertisements. On comparing the price it is found that Hindi newspapers are charging higher in comparison to other regional language newspapers. English newspapers are very expensive in weekends its price reaches up to Rs.8. Regional newspapers inspite of good paper quality and colour pages is costing way to less just to maintain its circulation. (Table 4)

Reach: The reach of language newspapers is limited to regional periphery as it accounts to cover the local issues and penetrates in remote places for better readership. English newspapers are much stronger in terms of capital investments and have now started penetrating at regional level to compete the language newspapers. Times of India are available in six regional languages also. (Table 4)

Readership: Growing literacy rate is increasing the demand and enhancing the readership of vernacular press. On comparing the newspapers in table 4 it is understood that readership of Hindi is highest as it is a major language in India and comparing English language and regional language it is learnt that regional newspaper readership is higher as English is not common language for illiterate or partially literate people here.

Advertisement Rate: To fetch advertisements is a major game played by print media in India. This is getting tougher because of the inception of online media and electronic media. Still, for local advertisement audience is dependent on regional newspapers. Comparing the rates of advertisement in table 4 it is observed that Times of India has reduced it to Rs.35 per five lines in areas where it bears a nominal circulation. *Dainik Bhaskar* is making profit with higher ad rates to sustain and expand in the market. The regional newspapers since sold at very cheap rate are costing higher for advertisements.

Conclusion

The business of regional newspapers can get better if it could also get higher rates for advertisement as received by English dailies in metro cities. Newspapers have started focusing towards youth readership to seek growth and advertising support. The national level brands which avoided the vernacular press have lately realized its potential and have started buying ad space in it.

Market for dailies is a battle ground for the major players. Slew of new editions and launches is setting a period of sustained growth. “To be in the game, you have to be the game changer.” is very well exemplified by the regional press. Local dailies across languages have seen lot of transformation over the past decade. There is no longer connection with the limp black and white papers of the past as lot of improvement is seen in terms of news content, printing quality, presentation with peppy designs.

Generally, in any industry during strong headwinds, stakeholders unite and fight the crisis. Unfortunately, there is no unified thinking amongst newspapers. Platforms for unifications are used for arbitration and lobbying, not business ideation.

Newspaper reading habit is seen less in present time in India. The one who read frequently are more comfortable in their local language and very few move to reading English. There is a need to take initiative at industry level not at organization level for enhancing the newspaper reading habit. Hindi is the first language in India still there is a gap between ‘can read Hindi’ and ‘do read Hindi.’ Pratham, a UNICEF-promoted group is taking efforts said as, ‘learn to read and read to learn’, is changing the school dropout rates in Maharashtra. If something in similar lines is done by Hindi Print Industry then it can make much strong footholds.

In the air of strong competition sovereign journalism is a distant dream. Everyone is running after AIR (Average Issue Readership) released by Indian Readership Survey. Higher the AIR better revenue generation. As Indian newspapers in comparison to their western counter parts sell their newspapers at a price which is much lower than the actual production cost. Indian newspapers generate a major chunk of their revenue from print advertising (Ref. table no.4). Major profit is not being earned by the language newspapers alike the English dailies. The English newspapers forms only 15% of the total newspaper market and has seven times lesser readership than its Hindi counter parts. Despite the numbers, it claims more than half the share of total advertising pie of the print space. (pg.12, para 3). The higher ad rates come into play in the greater revenue generation witnessed in English dailies.

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Newspapers have started focusing towards youth readership to seek growth and advertising support.

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Financial and Economic News in a National Newspaper Daily: A Content Analysis

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Abstract:

The research study demonstrates the significance given to the reportage of financial and economic news in the Mumbai Edition of Times of India, a National Newspaper daily. This research study also aims at establishing the informative and educative aspects of the financial and economic news. The same is done through analysis of the data gathered using a research tool developed for the research study. The data gathered was later analysed with the help of a software called Statistical Package for Social Science. The analysis demonstrated that informative financial and economic news got more (69.57%) reportage than educative financial and economic news was, informative-educative financial and economic news in Mumbai Edition of Times of India, a National Newspaper Daily. The analysis also states that corporate financial news with reference to area of the news was getting more (55.01%) reportage than Public financial news and Personal financial news in Mumbai Edition of Times of India, a National Newspaper Daily. Whereas, Macroeconomic news getting more (83.43%) reportage with reference to area of the news than Microeconomic news in Mumbai Edition of Times of India, a National Newspaper Daily.

Keywords: Communication, Financial News, Economic News, Content Analysis, Times of India.

Introduction

“The change that changed everything”- Apple’s tagline for their new iphone seems to be suitable for Indian scenario on various grounds such as government policies, economic policies, global relations, etc. In this ‘changing’ atmosphere the media is also becoming a part of change on various grounds. The country which was waiting for newspapers every morning is now expecting instant news pop-ups on their cell phones. Digitalization brings the new phase in this changing atmosphere. The significant factor adopted by print media is to change not everything but something that guides them to the sustainability.

The Indian press is more than two centuries old. Its strengths have largely been shaped by its historical experience and, in particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration.¹

The country
which was
waiting for
newspapers
every morning is
now expecting
instant news
pop-ups on their
cell phones.

Now in the current scenario, India is going through good economic conditions. The newspaper dailies seem to be more positive for the government since the Indian economy is going through good economic conditions. Indian media reflects economic reality of the nation through economic and financial news. The rupee has remained stable against the dollar. An economy 'in trouble' is now counted amongst the world's strongest by institutions like the World Bank and the International Monetary Fund (IMF). The financially inclusive schemes introduced by the government are getting published as prominent news to increase the awareness among people.

'India received \$19.78 billion (Rs.1.3 lakh Crore) in FDI in 2014-15 from a dozen major FDI source countries that Prime Minister has visited since taking over in May last year. This accounts for nearly two-thirds of the \$30.93 billion FDI the country received in the fiscal year, which was 27 per cent more than the year before'.² The financial and economic gains of India have increased manifolds because of Prime Minister's visit to foreign countries. Financial and Economic news reportage is separated by the National newspaper dailies in the pattern of business, global and many others. The newspapers are making remarkable efforts to enhance quality of knowledge published.

As the part of change, the reportage of financial and economic news which were increasing at snail's space is now becoming a significant part of newspaper. With this scenario in the fray, this content analysis study will examine the patterns in educational and informational aspects of financial and economic news which are getting published in Mumbai Edition Times of India, a National Newspaper Daily.

Review of Literature

Mass Media

According to Wilbur Schramm 'a mass medium is essentially a working group organized around some device for circulating the same message, at about the same time, to a large number of people'.

'From this definition, let us know that the messages are disseminated to a large number of people i.e. mass. They are called the 'audience'. No media can sustain without a sufficient audience. The definition again talks about devices of circulating messages. These devices are technological means through which messages are communicated to the audience. Devices include printed documents, television, radio, DVD, cassettes, the internet, etc.'³

Finance

'Finance may be defined as the art and science of managing money. It includes financial service and financial instruments. Finance also is referred as the provision of money at the time when it is needed. Finance function is the procurement of funds and their effective utilization in business concerns. The concept of finance includes capital, funds, money, and amount. But each word is having unique meaning. Studying and understanding the concept of finance become an important part of the business concern'⁴.

The financial and economic gains of India have increased manifolds because of Prime Minister's visit to foreign countries.

Types of Finance

'Finance is one of the important and integral part of business concerns, hence, it plays a major role in every part of the business activities. It is used in all the area of the activities under the different names'.⁵

Author also states that Finance can be classified into two major parts:

Private Finance

Private Finance includes the individual, firms, business or corporate financial activities to meet the requirements.

Public Finance

Public finance concerns with revenue and disbursement of government such as central government, state government and semi-government financial matters.

In this research study, financial news is classified into Corporate Financial News, Public Financial News, and Personal Financial News. Before that, we have to understand what is corporate finance, public finance and personal finance.

Economics

Several economists have defined economics taking different aspects into account. The word 'Economics' was derived from two Greek words, oikos (a house) and nemein (to manage) which would mean 'managing an household' using the limited funds available, in the most satisfactory manner possible.

Economics is the social science that studies the choices that individuals, businesses, governments and entire societies make as they cope with scarcity and the incentives that influence and reconcile those choices. The news which carries such kind of economic affairs termed as 'Economic News'.

The subject divides into two main parts:

1. Microeconomics
2. Macroeconomic

Aim

The aim of the research study is to find out the significance given to the financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

The word 'Economics' was derived from two Greek words, oikos (a house) and nemein (to manage) which would mean 'managing an household' using the limited funds available

Objectives

To find out the significance of the informational and educational aspects in the financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

To demonstrate the significance given to financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

To study the forms of financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

To establish the patterns of reportage of financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

To analyze the significance given to the sources of the news with reference to financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

Research Questions

What is the significance of the informational and educational aspects in the Mumbai Edition of 'Times of India' a National Newspaper Daily?

Which type of financial news is getting more reportage in Mumbai Edition of 'Times of India' a National Newspaper Daily?

Which type of economic news is getting more reportage in Mumbai Edition of 'Times of India' a National Newspaper Daily?

What is the significance of the forms of financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily?

Which financial and economic news is getting more reportage with reference to patterns of reportage in terms of demographics in the Mumbai Edition of 'Times of India' a National Newspaper Daily?

What is the significance of the source of the news with reference to financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily?

Hypothesis

There is significant difference in the informational and educational aspects of the financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

Corporate financial news is getting more reportage than Public financial and Personal financial news in the Mumbai Edition of 'Times of India' a National Newspaper

Daily. Macroeconomic news is getting more reportage than Microeconomic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

There is no significant difference in the forms of financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

International financial and economic news is getting more reportage than National and Regional Financial and Economic News in Mumbai Edition of 'Times of India' a National Newspaper Daily.

Financial and economic news gotten from organizational spokesperson is more than government source, press release and news agency.

Research Methodology

The research study was done for a period of 6 months. The exact period of study was from 1st August 2015 to 31st January 2016 (Six Months).

During this research period the Mumbai Edition of Times of India, a National Newspaper Daily was gathered and studied to assess and measure the space provided for financial and economic news. Informational, educational aspects of the financial and economic news, different types of financial and economic news covered in Times of India were highlighted and classified as to the category of the news items. The analysis was done using Statistical Package for Social Sciences (SPSS) Version-16.

Financial and economic news were analyzed on daily basis based on various parameters like types of financial news, types of economic news, patterns of reportage in terms of demographics, source of the news, forms of the news, informational, educational aspects of the mass communication with reference to financial and economic news, etc. With the help of software Statistical Package for Social Science (SPSS) and combination of the above mentioned parameters; financial and economic news were analyzed through chi-square test, co-relation test, etc. Total 700 financial and economic news were analyzed in this research study.

In order to test the hypothesis and to find answers of the research questions, a research tool was developed for the purpose of the study. The research tool was validated with the help of professionals in the field of Mass Communication and Journalism and Economics. The research tool was modified accordingly. The research tool which is used for this research study is presented as Appendix at the end of the research work.

Limitations

The research study is done through content analysis method.

700 financial and economic news articles have been gathered and analyzed with the help of content analysis study.

Only the financial and economic news published in the Mumbai Edition of 'Times of India' were gathered and analyzed.

Informational, educational aspects of the financial and economic news, different types of financial and economic news covered in Times of India were highlighted and classified as to the category of the news items

Only English language is used in this research study.

Financial and economic news were gathered and analyzed on daily basis which were published in Mumbai Edition of 'Times of India' a National Newspaper Daily between the period of 1st August, 2015 to 31st January, 2016 (Six Months).

Supplements and Pull-outs of the newspaper are not considered in this research study.

Advertorials with reference to financial and economic affairs which were published in Mumbai Edition of 'Times of India' a National Newspaper Daily are not considered in this research study.

Cartoons in terms of finance and economic news which were published in Mumbai Edition of Times of India, a National Newspaper Daily are not considered in this research study.

The effects of financial and economic reportage on the readers of the newspaper are not considered in this research study.

Results and Discussions

Informative and Educative aspects of the Financial and Economic News:

It may be noted that, the appearance of informational and educational aspects with reference to financial and economic news is significantly different. That's why hypothesis number 1 which states that, there is a significant difference in informational and educational aspects of the financial and economic news in the Mumbai Edition of 'Times of India' a National Newspaper Daily proved right as the 'P'- value is less than 0.05 (P-value = 0.01).

However, informative financial and economic news getting more (69.57%) reportage than educative financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

Informative and Educative aspects of the Financial and Economic News with reference to area of the news

It may be noted that, the appearance of informational and educational aspects with reference to area of financial and economic news is significantly different. That's why hypothesis number 1 which states that, there is a significant difference in informational and educational aspects of the financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily proved right as the 'P'- value is less than 0.05 (P-Value = 0.000).

However, informative financial and economic news which falls under the category 1Sq.cm to 250 Sq.cm getting more (58.57%) reportage than educative, informative-

Appearance of informational and educational aspects with reference to financial and economic news is significantly different

educative financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

Types of Financial News with reference to area of the news:

It may be noted that, the appearance of types of financial news with reference to area of the news is significantly different. There is significant difference in the types of financial news with reference to area of the news as 'P'-value is less than 0.05 (P-Value = 0.000).

However, corporate financial news getting more (29%) reportage than Public financial news and Personal financial news in Mumbai Edition of 'Times of India' a National Newspaper Daily. That's why hypothesis number 2 which states that corporate financial news getting more reportage than public financial news and personal financial news in Mumbai Edition of 'Times of India' a National Newspaper Daily proved right.

Types of Economic News with reference to area of the news:

It may be noted that, the appearance of types of economic news with reference to area of the news is significantly different. There is significant difference in types of news with reference to area of the news as 'P'-value is less than 0.05 (P-value = 0.000).

However, macroeconomic news getting more reportage (40.28%) than microeconomic news in Mumbai Edition of 'Times of India' a National Newspaper Daily. That's why hypothesis number 3 which states that macroeconomic news getting more reportage than microeconomic news in Mumbai Edition of 'Times of India' a National Newspaper Daily proved right.

Forms of Financial and Economic news with reference to types of the news:

It may be noted that, the appearance of the forms of financial and economic news with reference to types of news is significantly different. There is significant difference in forms of the financial and economic news with reference to types of the news as 'P'-value is less than 0.05 (P- value = 0.000). Hence hypothesis number 4 which states that, there is no significant difference in the forms of financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily proved wrong.

However, financial and economic news in the form of hard news getting more (65.71%) reportage than news feature, opinion column, and interview in Mumbai Edition of Times of India a National Newspaper Daily.

Patterns of Reportage

(Demographics) with reference to financial and economic news:

It may be noted that the appearance of patterns of reportage with reference to

Corporate financial news getting more (29%) reportage than Public financial news and Personal financial news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

financial and economic news is significantly different. There is significant difference in the patterns of reportage with reference financial and economic news as 'P'-value is less than 0.05 (P-value = 0.000).

However, national financial and economic news getting more (53.85%) reportage than international financial and economic news, regional financial and economic news. That's why hypothesis number 5 which states that international financial and economic news getting more reportage than national and regional financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily proved wrong.

It may be noted that, 114 (16.28%) financial and economic news falls under 'other types of news category'. The news which falls under other types of news are not considered while analyzing the data and results.

Source of the news with reference to financial and economic news

It may be noted that, the appearance of the source of the news with reference to financial and economic news is significantly different. There is significant difference in the source of the news with reference to financial and economic news as 'P'-value is less than 0.05 (P-value = 0.001).

However, financial and economic news getting from organizational spokesperson is more (23.85%) than financial and economic news getting from government source, organizational spokesperson, press release and news agency in Mumbai Edition of 'Times of India' a National Newspaper Daily. That's why hypothesis number 6 which states that financial and economic news getting from organizational spokesperson is more than government source, press release and news agency proved right.

It may be noted that 360 (51.42%) financial and economic news falls under the category 'other'. However, the financial and economic news which falls under the category 'other' is not the part of the study. Hence, the financial and economic news falls under the category 'other' are not considered while analyzing the data and results.

Conclusion

Finance and economics are one of the important beats in the media. As far as national newspapers daily like Times of India is concerned, financial and economic news gets prominent reportage in it. Information, education and entertainment are the aim of the mass communication. It is also considers functions of the mass communication. In this research study, informative and educative aspects of the financial and economic news were analyzed with the help of various parameters like types of news i.e. financial and economic news, area of the news, etc. This research study also examines the financial and economic news with the help of various parameters like types of financial news, types of economic news, source of the news, patterns of the reportage (demographics), forms of the news, etc. As per the results of the

As far as national newspapers daily like Times of India is concerned, financial and economic news gets prominent reportage in it.

research study, informative financial and economic news getting more (69.57%) reportage than educative, informative-educative financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily published between the periods of 1st August, 2015 to 31st January, 2016 i.e. six months.

The research study is not restricted to any specific area of the finance and economics. It includes all the areas like banking, taxation, insurance, corporate affairs, oil-economy and all other affairs which are directly or indirectly related to financial and economic news which are covered in Mumbai Edition of 'Times of India' a National Newspaper Daily during the research study period i.e. 1st August, 2015 to 31st January, 2016 (six months). Financial news was classified into corporate financial news, Public financial news and Personal financial news. As result states that, corporate financial news getting more (55.01%) reportage than public financial news and personal financial news in Mumbai Edition of 'Times of India' a National Newspaper Daily. Whereas, economic news was classified into Microeconomic news and Macroeconomic news. Macroeconomic news getting more (83.43%) reportage than microeconomic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

Financial and economic news are also categorized as per the geographic or political location of the news which is called as patterns of reportage in terms of demographics. Financial and economic news classified (demographics) as International financial and economic News, National financial and economic news and Regional financial and economic news. National financial and economic news which pertains to India (a nation broadly) getting more(53.85%)reportage in comparison with international financial and economic news, regional financial and economic news in Mumbai Edition of 'Times of India' a National Newspaper Daily.

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Appendix

Content Analysis on Financial and Economic News.

Economic News and Financial news are one of the important parts of the newspaper. Readers of the newspaper getting information and education through Economic and Financial news. Information and Education is the aim of the mass communication. There is extensive research available on the coverage of Economic and Financial news in newspaper dailies. With the help of content analysis study, informational and educational aspects of the mass communication with reference to economic and financial news had been studied. The research tool which was used in the research study given below.

Profile of the Newspaper

Story Id :

Story Id indicates the date of the newspaper (date on which story is published) along with story number.

For e.g. If there is a story which is appearing on the October 1 then story id would be 101

Page Number :

Serial No.	Page No.
1	Front Page (Page No. 1)
2	Page No. 2 to Page No. 7

3	Page No. 8 to Page No. 13
4	Page No. 14 to Page No. 19
5	Page No. 20 to Page No. 25
6	Page No. 26 to Page No. 31

Fold :

1. Upper Fold
2. Lower Fold
3. On Fold

Number of Columns :

1. Column
2. Column
3. Column
4. Column
5. Column
6. Column and above

Quadrant :

1. First Quadrant (Left Top)
2. Second Quadrant (Right Top)
3. Third Quadrant (Left Bottom)
4. Fourth Quadrant (Right Bottom)
5. Middle
6. Sixth Quadrant (Left Top+ Right Top)
7. Seventh Quadrant (Right Top+ Right Bottom)
8. Eight Quadrant (Left Bottom + Right Bottom)
9. Ninth Quadrant (Left Bottom + Left Top)

Total Area**Area of the news article-**

1. 1 Sq cm - 250 Sq cm
2. 251 Sq cm - 500 Sq cm
3. 501 Sq cm - 750 Sq cm
4. 751 Sq cm - 1000 Sq cm
5. 1001 Sq cm - 1250 Sq cm

6. 1251 Sq cm - 1500 Sq cm
7. 1501 Sq cm - 1750 Sq cm
8. 1751 Sq cm - 2000 Sq cm

Profile of the News Article

Presentation-

1. Visual
2. Text
3. Both

Domain

1. Informative
2. Educative
3. Both

Types of the News :

1. Economic News
2. Financial News

Type of Economic News :

1. Micro Economic News
2. Macro Economic News

Type of Financial News :

1. Corporate Finance
2. Public Finance
3. Personal Finance

Forms of News :

1. Hard News
2. News Feature
3. Opinion
4. Interview
5. Other

Patterns of the Reportage (Geographically)

1. International
2. National
3. Regional

Source of the News

1. Government
2. Organizational Spokesperson
3. Press Releases
4. Other

Profile of Content Analysis

A story is said to have 'jumped' when it is continued on another page- usually with a tag such as 'continued on page 7' at the end. Jumping applies only to the text of the story itself.

Jump : Yes/No

The Changing Trend of Language Presentation in Electronic Media A study based on the popular Hindi private news channels of India

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Abstract

*Language is the essence of life because it is impossible to communicate verbally without the use of proper languages. The more we have command over language, the better communicator we can become. Hence for every professional services linguistic command and language communication is essentially required. India is a nation of diversity. The variation in culture and language can be observed in every region of this nation. There are more than 22 major languages in India with 720 dialects. After the British rule, the impact of colonial empire was observed in the culture and language of Indian states. When the language Hindi was considered the Mother tongue of India, sincere efforts were implemented to improve the standard and reach of this language. The very first television telecasting of India was also presented in Hindi language by Pratima Puri on 15th September 1959. After few experimental efforts, telecasting became an essential part of media communication. During the golden days of Doordarshan, almost 90% programmes were telecasted in Hindi language except the regional programs. After the liberalization in the early 1990's several private channels started telecasting entertainment, news, sports and music programs in India and later a new trend of news channels also emerged with their 24 * 7 services. In the present scenario, there are more than two dozen Hindi news channels in India. Almost all these channels are in a competitive run to maintain their TRP. In this race, a trend of bilingual presentation of Hindi contents can be observed in different forms. This mixture of Hindi and English words can also be observed in the headlines, titles, subtitles and the contents of various Hindi news channel programs. Although, there is no certain strict regulation mentioned to maintain the standard of national language but the purity in presentation of language is an essential part of media presentation because the impact on the audience is observed on a large scale. The paper will be divided into three parts. The first part will introduce the topic along with aims and objective of the study. It will also detail the importance of contents in media presentation along with research questions. The second part will contain the outcome of two weeks of observation and analysis of news channels and will also mention the outcome of survey, whereas the final part will conclude with essential*

The variation
in culture and
language can
be observed in
every region of
this nation

results of the study. It will also provide necessary suggestions along with conclusion.

Key words: Media, News channels, Presentation, Language, Target audience
Introduction

Introduction

The Private channels of India emerged in the decade of 1990's when the government allowed a good percentage of Foreign Direct investment in the broadcasting sector. The Media and Entertainment (MandE) industry had significantly benefited from this liberal regime and most sectors of the MandE industry today allow foreign investment. With more than 600 television channels, 100 million pay TV households, 70,000 newspapers and 1,000 films produced annually. India's vibrant media and entertainment (MandE) industry provides attractive growth opportunities for global corporations. The rising trend of individual category of channels gained its root during this period and a new trend of 24 hour news channels also emerged. It was during this time when the media organizations and institutions were mushrooming with new experiments and style of presentation. More than dozens of Hindi news channels with private ownership started telecasting programs with common linguistic presentation. No strict standards were observed to be followed by these professional media organizations. All the private national channels were televised through Hindi and English languages and they were more in a race to gain viewers attention and increase their target audience. The decorum of maintaining perfect standard of Hindi presentation was losing its importance. Television rating point was the latest trend and the competition was high in this field. All the national Hindi news channels with their head offices in National Capital were driving hard to maintain their position in the business market. Through these emerging channels, audience were exposed to increased pan-Indians as well as other cross cultural programmes but this lean towards westernization of Indian languages and culture.

In the 90's the advertisements were targeting more reach and experimenting on the languages. It was during this time when Pepsi slogans held up as the first prominent use of Hinglish (Hindi+English) language and the mixing Hindi and English trend came easily to the informal world of advertising. Most of the English and Hindi news channels of India copied the experiment in order to achieve maximum viewership. At present there are more than two dozens of Hindi private news channels in India and most of them are found using Hinglish language as a matter of routine. Even the debates and interviews of English News channels are found to be conducted in either Hindi or Hinglish language only. Likewise the logos/ Headlines/Program titles of various Hindi news channels are observed in Hinglish language. To generalize on the current trend of language use on television is a complex task. News channels have both formalized and non-formalized programs. Contents of several Hindi news channels are found bilingual during Hindi news broadcast. This trend may lead to homogenization of linguistic forms and code switching which can lead to complex linguistic forms. A shift from home language to dominant language can be observed

India's vibrant
media and
entertainment
(M&E) industry
provides
attractive
growth
opportunities
for global
corporations.

in almost maximum Hindi News channels and they are bound to play a significant role in the linguistic change.

Since the paper tried to search for the bilingual Hinglish (Hindi+English) contents of private Hindi news channels and its impact on the viewers, it included all the top ten popular Hindi news channels of India.

Aim of the study

The study aims to search for the presentation of bilingual (Hinglish) contents by National private Hindi news channels of India. It also studied the impact of such news channel contents on the target audience.

Objectives

The main objectives of the study are:

- Assessment of presentation of bilingual contents of National private Hindi news channels of India
- Assessment of errors of language presentation.
- Assessment of impact of language presentation on the target audience.

Research questions

- What kind of Bilingual contents are presented by national Hindi news channels of India?
- To what extent do such bilingual contents create an impact on the audience?
- What are the positive and negative impacts of such bilingual contents on the society?

Limitations

The size of the sample used in the study was very small. Only 50 people were taken. Hence, the analysis was limited to just 50 respondents from Varanasi district of Uttar Pradesh. It only consisted the educated people in between 18 to 50 age groups. Hence the nature of the entire population was not studied in the paper. The less educated group, the old age group, teenagers' below 18 age group and the illiterate group were not the part of this survey.

Review of Literature

Fishman¹ (1972:4) mentioned that language unifies as well as divides. It is a symbol of loyalty and animosity, solidarity and conflict and pride and prejudice. In multilingual and multicultural situation conflict and control over language is often a compliance gaining strategy.

Language unifies as well as divides. It is a symbol of loyalty and animosity, solidarity and conflict and pride and prejudice.

Istiaq through spatial explanation, linguistic and social discrimination, provides social, economical and political dimensions of changing linguistic identities resulting in language shift among the tribal population in India that is leading to assimilation into the majority culture.

“Now news channels are looking at eating into the Hindi general entertainment and movie genre ad pie so the content is getting more wider and non hardcore news,” said a senior executive at a Hindi news channel who did not want to be identified. “The idea is to be a one-stop shop for audiences and give audiences the content they are seeking in different time bands.”²

Research Methodology

The paper tried to find out the errors in language presentation in national Hindi news channels through observation method. It also focused on the impact of language presentation on the target audience through survey method (self designed questionnaires). A questionnaire was structured to seek information from the respondents. Both closed as well as open ended questions were included in the survey. With due references, secondary data was also used. The universe of this study was the educated youth of Varanasi District which comes under the state of Uttar Pradesh. The total sample size was 50 and the random sampling technique was used for collecting the data.

Data Analysis

With the growing market of mass media channels, Indian viewers possess multiple choices to watch their interesting programs. A wide series of entertainment, sports, music, news and other channels are available with vast options. With the increasing competition and demand, the media industries are becoming more focused in maximizing their target audience rather than enhancing the standard and quality of programs. The technological enhancement can be observed in all the private news channels with their presentation in strong, advanced and superior graphical effects. But the standard of language is sifting from monolingual to bilingual. A transit shift in the language presentation can be observed in most the popular private Hindi as well as English News channels of India. With their prime objective to increase their viewership, the channels are bound to play a vital role in the linguistic change.

A study of semantics conducted by Rana D Prashad, Vineeta Chand, Neha Sinha and Nitu Kumari, defined the Hindi and English combination of the Indian society as follows:

1. Monolingual Hindi class were those who can produce monolingual Hindi/English restricted to limited inclusion of historical indigenization and contemporary loan words.
2. Hindi/English bilingual class were those who can produce monolingual English and monolingual Hindi.

With the increasing competition and demand, the media industries are becoming more focused in maximizing their target audience rather than enhancing the standard and quality of programs.

3. Whereas the Hinglish class were the urban subpopulation who cannot produce monolingual Hindi and/or monolingual English, only Hinglish. So it clearly defines Hindi/English bilingual population a sub population of Hinglish speaker, who do not speak in monolingual Hindi.

The target audiences of the popular Hindi private channels were both the monolingual and bilingual Hindi class but to extend its viewership, the bilingual approach was observed more in these news channels of India.

What kind of bilingual contents are presented by national Hindi news channels of India?

There are more than two dozens of private Hindi news channels in India. The popular private Hindi news channels as per the BARC (Broadcasting Audience Research Council) of India, are AajTak, India TV, News 18 India, Zee News, News Nation, NDTV India, ABP News, India News and News 24. In a two weeks observation the combination of English and Hindi contents were observed in almost all these private Hindi news channels. Such (Hinglish) contents were found in the Logo, Title, Headlines and also the contents of programs/ news packages/panel discussions of these private news channels.

The popular Private Hindi News Channels with English or Bilingual Logo

There were 10 popular private Hindi News channels with either English or Hinglish Logo. The channels named News18 India, India News, NDTV India, ABP had Hinglish logo whereas News Nation, Zee News and News 24 had English logo. India TV and AajTak presented their logo in both Roman and devnagri script.

The popular Private Hindi News Channels with English or Bilingual News program Titles/Sub titles.

The presentations of titles/headlines of almost all these Hindi private news channels programs were also observed. Most of these titles of maximum popular Hindi News channels were observed in Hinglish language.

The prime time show of NDTV had most of its program titles in Hinglish or English language. These were Simple Samachar at 5, Top News @ 6 PM, News Time India, Mission 2019, Prime Time, Top 50 @ 10, City Centre, News NDTV India and News Night. On the channel screen certain English contents like 'Top Stories, News at a Glance and Coming Up were often observed blinking in the slugs.

AajTak presented some of its programs like Special Report, India 360° Crime 360° Mumbai Metro, Movie Mashala, Non Stop 100 and Lunch Break in English language. The channel screen also contained certain English terms like LIVE, Breaking News, Presents, Next and Now showing in its slug.

The programs of Zee News like Shaam 7 Baje ki Debate, Daily News and Analysis also popularly known as DNA, Desh hit, Nonstop News, Breaking Zaankaari and

In a two weeks observation the combination of English and Hindi contents were observed in almost all these private Hindi news channels.

Fun ki Baat, Special Report, Bollywood Breaking 20:20, News 50 and News Special were presented with Hinglish Headlines. The highlights were also presented with English titles like Breaking News, LIVE, Special Breaking, Zee Flash, Coming up and News Flash.

News 24 presented most of its programs with Hinglish or only English Headlines. These were Cricket Houseful, National News Center, News 24 Headlines, News at 11, Commercial, UP Superfast, News Shatak and Special Report. The Headlines, Special Features and Coming UP in Roman script were observed frequently blinking on the channel screen.

The English and Hinglish titles of News Nation Programs were Good Evening Nation, Jungle News, Zero Hour, Question Hour, News Live, News Special, News at 11 and National view.

Likewise India TV and India News also presented their programs with Hinglish and English Headlines. These were Super 50, Special Report, Superfast News, Reporter, India 50, Tonight with Deepak, Vote Yatra, Saas Bahu aur Suspense and Superfast News. The screen flash in English were also observed, these were Exclusive, Flash, Breaking News, Breaking Now, Big News, Next and Coming Up.

ABP presented its program like Master Stroke, ABP Reality Report, Mumbai LIVE and Bollywood Blockbusters in Hinglish language. It also used the English terms like News Flash, LIVE, Exclusive in its slugs.

Along with the Hinglish Logo of News18 India in Hinglish language, very few program titles like Lunch Box was observed in Hinglish language. Even on screen Top 18, Breaking News and LIVE word were found to be written in English language.

Apart from the Channel Logo, Headlines and Titles, the news were also observed to be presented in Hinglish language. These were:

- Jal Tandav Returns (ABP News)
- Kya Rahul Shiv Bhakti ki overdoze kar rahe hai? (ABP News)
- Tabahi Returns (AajTak)
- Pradhan Mantri ke Digital Dream ka Connection Cut (India TV)
- Raphel Vivad ka Wadra connection kya hai? (India TV)
- Sikkim ke naye airport se dragon par control. (India News)
- Rab ne bana di zodi ka khatarnaak climax. (India TV)
- Supreme Court me Aadhar bhi aur Privacy bhi. (India News)

- Madhya Pradesh me Modi leher ka pehla Mega Trailor. (NDTV)
- Meerut Police ki Selfie Crime (NDTV)
- Aadhar Promotion par Supreme faishla Kal (India News)
- Delhi me Mini Pakistan (India TV)
- Bharat ke Special Kashmiri (AajTak)
- Khalistan ISI ka Double Game Benakaab (India News)
- Match Tie.....Bheja Fry (India News)
- Congress Ki Chor Picture (News18 India)
- Ramdev Ke Saath Exclusive baatcheet (News 24)
- Bharat ke Gareeb ab Middle Class ho gaye hai. (Zee News)
- World Class Infrastructure ka nirmaan.(Zee News)
- Guddan ki Bahuriya sang day out (AajTak)
- Big Boss ke dabang ne dikhaya body ka tashan (India News)
- Big Boss ka chota episode (News18 India)

Various abbreviations like UPA, NDA, SC etc were also found commonly used by all the Private Hindi News channels. There were some also very difficult to understand by the viewers. Few of these were AIMIM, HAL, ED, CVC, UIDAI etc.

To what extent do such bilingual contents create an impact on the audience?

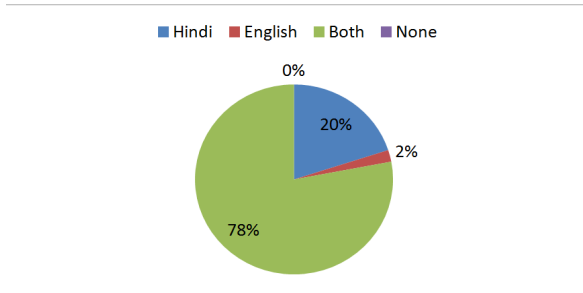
The impact of Hinglish presentation of Hindi private news channels on the audience was also observed through the survey. The target viewers were from Varanasi District of Uttar Pradesh. While studying the views of the audience of popular Hindi News channels, it was found that maximum viewers were able to speak and understand both the Hindi and English languages. Most of their mother tongue was Hindi and they were interested in watching Hindi news channels.

Statistical overview of finding

The total sample size was 50 and the random sampling technique was used for collecting the data. The population included educated youth of Varanasi in between 18 to 50 years of age groups. The respondents included educated students, salaried employees, self employed people and women. Both closed as well as open ended questions were included in the survey.

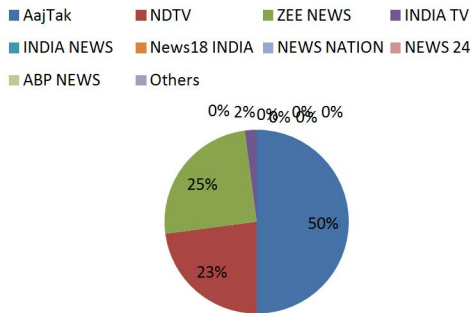
While studying the views of the audience of popular Hindi News channels, it was found that maximum viewers were able to speak and understand both the Hindi and English languages.

The Language popularly spoken by the population



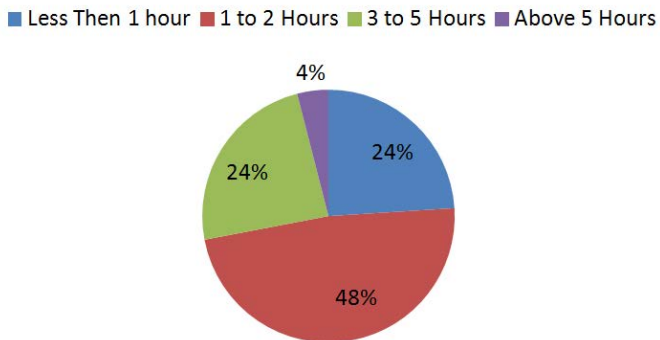
A total 39 out of 50 viewers were found speaking both Hindi and English Language. 10 respondents were speaking only Hindi and 1 was found speaking only English.

The private Hindi news Channel popular among the viewers.



Maximum 24 out of 50 viewers were found interested more in watching AajTak News channel. 12 mentioned Zee News and 11 were found more watching NDTV India. However 1 person chose India TV.

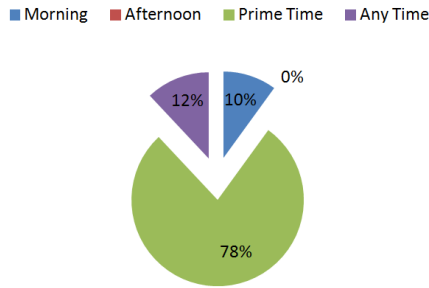
Hours of the Hindi news channels maximum watched by the viewers



Maximum 24 out of 50 viewers watch Hindi News channel for 1 to 2 hours. 12 viewers mentioned less than 1 hour and 12 said that they watch for 3 to 5 hours a day. 2 viewers were found watching above 5 hours.

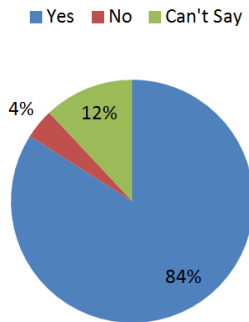
A total 39 out of 50 viewers were found speaking both Hindi and English Language.

The time mostly preferred by the viewers to watch the news channels.



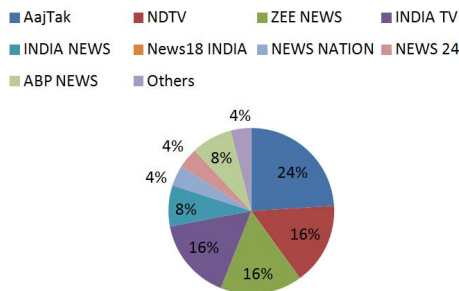
Total 39 out of 50 viewers said that they watch Hindi news channels during Prime Time hours. 5 mostly watch in the Morning and 6 said that they have no fixed time of watching news channel. Whereas none of the respondents were found watching news channels in the afternoon.

Observation of bilingual contents in the popular Hindi news channels by the viewers



42 respondents observed bilingual contents in the popular Hindi News Channels. 6 were found confused and 2 people said that they did not observed any such bilingual contents.

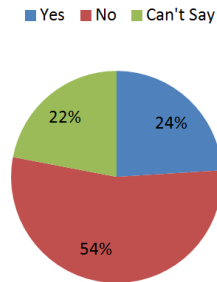
Maximum bilingual contents in the popular Hindi news channels observed by the viewers.



respondents observed bilingual contents in the popular Hindi News Channels

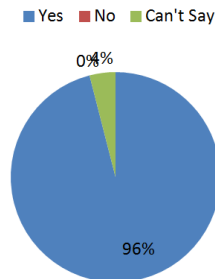
Out of 50 viewers, 12 observed bilingual Hinglish contents in AajTak News channel, 8 observed NDTV, 8 said ZEE NEWS, 4 said India News, 2 said NEWS NATION and News 24, whereas 4 said they observed more in ABP News. There were 2 people who mentioned other channels.

The viewers find the bilingual (Hinglish) logo/ Program/ titles/ headlines of popular Hindi News channels appropriate?



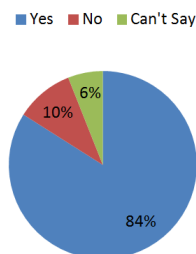
A maximum 27 out of 50 respondents mentioned that they do not find the bilingual Hinglish contents appropriate. 12 said the contents are appropriate and 11 respondents were neutral.

The viewers find the bilingual Hinglish contents easily understandable?



A total 48 out of 50 respondents were able to understand the bilingual Hinglish contents of the Hindi News Channels. But 2 people did not said anything regarding this.

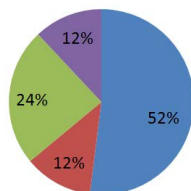
The viewers find the bilingual Hinglish contents interesting?



Out of 50, total 42 viewers mentioned the Hinglish bilingual contents interesting. 5 did not find it interesting and 3 were confused.

The viewers find the bilingual Hinglish contents inappropriate?

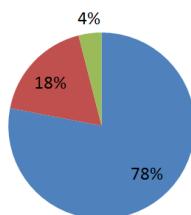
■ Yes Sometimes ■ Yes Frequently ■ No ■ Can't Say



26 respondents mentioned that sometimes they find the bilingual contents inappropriate. 6 said that they frequently observe such contents inappropriate. 12 did not find it inappropriate and 6 respondents were neutral.

Viewers were able to understand the English abbreviations (PM, CM, SC, UPA, NDA, etc) used by the private Hindi News Channels of India.

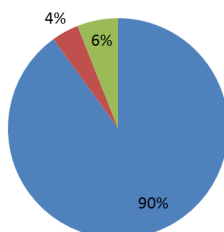
■ Yes ■ No ■ Can't Say



Maximum 39 respondents were able to easily understand the short abbreviations used by the channels. But 9 were not able to understand most of these and 3 people were confused in answering.

Viewers expect the presentation of contents in perfect monolingual Hindi by popular Private Hindi News Channels of India.

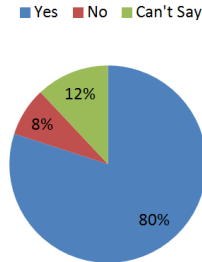
■ Yes ■ No ■ Can't Say



A total 48 out of 50 respondents were able to understand the bilingual Hinglish contents of the Hindi News Channels.

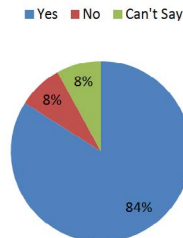
45 respondents out of 50 expect the contents to be presented in perfect monolingual Hindi language. 2 people had no such expectation whereas 3 people were neutral.

Viewers expect the English abbreviations (PM, CM, SC, UPA, NDA, etc) used by the private Hindi News Channels to be presented only in Hindi.



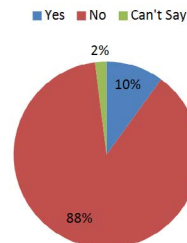
A total 40 respondents want the short English abbreviations used by the news channels to be presented in Hindi. But 4 were okay with the abbreviations used. 6 people were found neutral.

Viewers expect the anchors of the private Hindi news channels to present the program in perfect monolingual Hindi contents.



Out of 50, maximum 42 viewers of Varanasi want the anchor to present the program in proper monolingual Hindi language. 4 had no such demand and other 4 were found confused in answering.

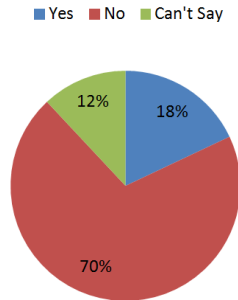
Viewers support the use of bilingual Hinglish contents in the popular Hindi News channels of India.



45 respondents out of 50 expect the contents to be presented in perfect monolingual Hindi language.

A total 44 out of 50 viewers do not support the use of bilingual contents by the Hindi news channels. 1 respondent was found supporting and 5 gave neutral answers.

Viewers often copy and use the bilingual Hinglish used by the popular Hindi news channel contents in their verbal communication?



9 viewers said that they sometimes copy the Hinglish words, 35 respondents refused and 6 were neutral.

Viewers suggestions on the presentation of bilingual contents by the popular Hindi news channels of India.

Most of the viewers suggested that the channels should maintain the standard of our national language Hindi. However, some also mentioned that bilingual joins two different groups and they were found satisfied with such bilingual contents used by the Popular Private Hindi News channels of India.

What are the positive and negative impact of such bilingual contents on the society?

The UNESCO had over the years argued that respect for the culture and identity of people is an important element in any viable approach to people centered development.

The Indian news channels are competing to gain maximum viewership and hence the impact is observed in the presentation of News. Either it is an English News Channel or a Hindi News channel, the combination of Hindi and English contents can be observed in most of their information. Most of the time it is also observed that the anchors easily take a Hindi or English dip and revert back to their own telecasting language. Even during the debate with panel, multiple window of experts voice their opinion and they are also observed using combined English+Hindi languages. But here the role of the anchor as a moderator is to maintain the decorum of language. This raises question that how the Hindi channels of India can be rated with these kind of unexpected Hinglish presentation. Such trend may lead to homogenization of linguistic forms. This will also lead to code mixing and code switching which can create complex linguistic forms. A mixing of home language to dominant English language can be observed in almost maximum Hindi News channels of India and

A total 44 out of 50 viewers do not support the use of bilingual contents by the Hindi news channels.

they are bound to play a significant role in the linguistic transformation. In the present scenario, Hinglish is becoming a frequently used language of urban subpopulation. Even the international nations are trying to copy the Hinglish style of communication for easy conversation. The impact is observed on the teenagers, students, housewives, office employees and also on the international business market of India.

Conclusion

A swift move from the monolingual language presentation of Hindi News channel to the bilingual approach is developing a new Hinglish trend. Although the viewers find it interesting in some context but they also agree that such approaches may lead to homogenization of linguistic forms and finally this will create a very complex form of language. In the nation where the media is considered the fourth estate of the society, the responsibility of this organization also grows more vital. The impact of bilingual approach of Hindi News Channels can be observed in the semi urban and metropolitan states of India. Even the international nations are trying to copy the Hinglish style of communication for easy conversation. They are found less interested in speaking or learning the Hindi language. As per the report of BBC, a private institution was found teaching Hinglish language to the people of United Kingdom and more people were found interested in this new version of Hindi and English language. This can be considered as a new code mixing trend of national language or lack of norms in maintaining the decorum of Hindi language. The fourth pillar of the society is expected to represent the national language of India a standard form to create positive impact on the target audience. Even the constitution of India has provided for the protection of linguistic identities of its citizens and therefore by implications, the language play is the promotion of multilingualism. Therefore planning language management in a multilingual, multicultural India is central to national integration.

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The UNESCO had over the years argued that respect for the culture and identity of people is an important element in any viable approach to people centered development.

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Analysing The Situation of Regional Reporters: A Study of Four Hindi Newspapers in Haryana

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Abstract

Indian language media has an edge over other media in India in terms of reaching 'Non-English speaking' and 'Non-Elite' masses at the grass root level by establishing a unique proximity with their culture, language, lifestyle and problems. And when the case is of a language newspaper, city bureaus and regional reporters play a major role in the process of news generation and production. All major national dailies today are dependent for their regional pages and city editions on them. These reporters have the capability of strengthening the process of democratization by highlighting the issues of people at the level of villages and blocks. Thus, it is important to know what factors affect their work. The present research is an attempt to study such factors in case of regional reporters associated with four different Hindi newspapers in different cities of Haryana- Dainik Bhaskar, Punjab Kesari, Dainik Jagran and Amar Ujala. The study adopted qualitative research approach wherein regional journalists with experience of at least 10 years were interviewed using an open-ended questionnaire. The results revealed that newspaper organizations treat them as step children by not giving any accreditation, infrastructure, economic, moral or legal support in any condition. A remarkable fact is that despite of not having formal degree in this field, these reporters work as a one-man army and can apply the principles of objectivity, accuracy and balance very well.

Keywords: language, journalism, Haryana, development, stringers

Introduction

Language press in India emerged from early 19th century. It played an important role in the pre-independent era in creating awareness about various social evils and superstitions that existed in various sections of the society. After some time, language press focussed on the agenda of freedom movement. It communicated, through its columns, about the atrocities committed by British rule on Indians and convinced the people to raise their voice against the alien rule. All this could become possible because language press had the reach, style and tone to talk to various communities at rural and local level in every nook and corner of the country. According to J Natrajan¹, the first Hindi newspaper 'Oodant Martand' was published in 1826 from Calcutta.

it is important
to know what
factors affect the
work of regional
journalists. The
present research
is an attempt
to study such
factors in case of
regional reporters
associated
with four
different Hindi
newspapers in
different cities of
Haryana- Dainik
Bhaskar, Punjab
Kesari, Dainik
Jagran and Amar
Ujala.

After independence, both Indian and English language newspapers expanded in reach and impact. While English press remained limited to big cities, Hindi language press was more popular, in rural areas because of publication and popularity of local news, sponsors who, as Mrinal Chatterjee² writes, saw opportunities in advertising their products to niche consumers. As a result, the state governments fuelled finance into Hindi press. Thereafter, rich and powerful families floated newspapers to gain influence on the society. Few examples of such Hindi newspapers are *Punjab Kesari*, *Navbharat Times*, *Dainik Jagran*, *Rajasthan Patrika*, *Amar Ujala*.

The expansion of newspapers was not only because of the developing technology or increase in literacy, but due to the entrepreneurs getting an idea about growing hunger for information among sections of Indian society³. This started a race amongst newspapers to get maximum advertisers on the basis of their reach and readership. At the same time, readers were explicit about reading newspapers that tell them about themselves and reflect their concerns. The elements of pull outs, local news and city pages are crucial for many newspapers for their reach and engagement with readers. At the root of this structure, is a regional reporter- one that goes mile by mile in villages and blocks and gets first hand information of almost every type from that area. Cambridge Advanced Learner's Dictionary (4th Edition)⁴ defines reporter as "a person whose job is to discover information about news events and describe them for a newspaper or magazine or for radio or television". These regional level reporters do every task themselves- from camera to sending the final story. They report to newspaper bureaus at district level which can be multiple in a state as per requirement. Writing about their job, senior journalist P. Sainath⁵ comments, "*Rural and small-town journalists are at greater risk of being killed in retaliation for their work than those in the big cities.....factors such as a journalist's location, outlet, level in the profession's hierarchy and social background add to their risk.*"

" He further quotes data from committee for Protection of Journalists that out of 27 journalists, the list who have been murdered since 1992, majority reported for Indian language publications and often were low down in the peck's order. The Huffington Post⁶ has also questioned the visibility and protection aspect of journalists, while veteran journalist P Raman⁷ highlights their situation as 'clerical coolis' in his book 'The Post-truth Media's Survival Sutra: A Footsoldier's Version'. The reporters look upto their employers for support but there are various unions and associations of journalists which have their own important role to play in this regard.

The present study tried to look at the situation of such reporters working in Hindi daily newspapers in Haryana, looking at their concerns, needs and challenges faced while working in the field. Studying this aspect becomes all the more important with the risks involved in uncovering any issue and the kind of support required from organizations and local institutions.

Objectives of the Study

The following objectives were set for the study:

- To study about the pressures which regional reporters face while doing their work in the field.

The present study tried to look at the situation of such reporters working in Hindi daily newspapers in Haryana, looking at their concerns, needs and challenges faced while working in the field.

- To analyze the kind of role newspaper organizations play in this regard
- To know about the kind of role other institutions play in this regard
- To get idea about the ways of training that regional reporters have

Research Methodology

Keeping in mind the requirements of getting in-depth information about good and bad experiences of reporters, the following step by step process was used to conduct this research:

Research Approach

Susana Horning Priest mentioned in her book ‘Doing Media Research’ that “*qualitative methods are designed to explore and assess things that cannot easily be summarized numerically*”⁸. Since, there can be multiple factors with different journalists in different regions and under different newspapers, quantifying the research had lesser scope. But combining both quantitative as well as qualitative aspects can neutralize or cancel the biases inherited in each of the methods⁹. Therefore, the study has adopted pragmatic approach by involving majorly qualitative aspect at the level of data collection along with little bit of quantitative aspects at the level of data analysis.

Research method: According to the purpose of this study, case study of Haryana has been taken wherein in-depth interview was conducted to collect data in the form of responses from regional reporters working in different newspaper organizations and in different regions of the state of Haryana. Since they work in different regions of Haryana – Hisar, Fatehabad, Gurgaon, Karnal, Bhiwani, it was not possible to go and meet them in person. Therefore, the interview was conducted telephonically by the researcher.

An open-ended questionnaire was constructed containing questions about various pressures faced by the reporters in the field, support from their organizations, role of pressure group(s), financial, political and sociological aspect of their work. A total of eight questions were asked from the reporters.

Sampling method: The study used non-probability sampling since regional reporters and their contact numbers were not readily available. The method of snowball sampling was used wherein a senior journalist was contacted to reach the required set of reporters for the study.

Haryana as area of study: The study interviewed six regional reporters working in different Hindi newspapers in different blocks of Haryana. Since the reporters’ work deals with administration, village communities, socio-cultural set up and political set up of different regions, it becomes imperative for a researchers to know about the state in whose context responses will be interpreted. Keeping in mind the association

According to the purpose of this study, case study of Haryana has been taken wherein in-depth interview was conducted to collect data in the form of responses from regional reporters working in different newspaper organizations

of researcher during her childhood to adulthood in Haryana, this state was chosen as the area of study.

Case of Hindi newspapers: Amongst the language newspapers, the Hindi and Gujarati newspapers have grown at the rate of 45%¹⁰². Out of these, only Hindi newspapers have wide reach in Haryana. Also, amongst the top 10 most read Hindi newspapers, excluding *Hindustan*, *Rajasthan Patrika* and *Prabhat Khabar* which have wide readership base in other states, *Dainik Jagran*, *Amar Ujala*, *Dainik Bhaskar* and *Punjab Kesari* top the list and therefore, were chosen to get respondents.

Sample of six local reporters: Further, six regional reporters were selected for interview on the basis of convenient sampling. Since, every reporter can't be convinced for telling sensitive information or details about his/her job, these six were approached through a known senior journalist. To keep the sample of respondents representative of different socio-cultural settings in Haryana, it was made sure that at least one reporter from each part of Haryana was included in the sample. Out of the six respondents, one works in Tohana which is one of the six blocks of Fatehabad district in West region of Haryana, the second and third one work in Farukhnagar and Pataudi block of Gurgaon district in South region of Haryana respectively, the fourth respondent works in Bhiwani block under Bhiwani district in Central region of Haryana, fifth and sixth respondent works in Gharaunda and Indri block under Karnal district of South region of Haryana.

Data Collection

For the purpose of collecting data, an open-ended questionnaire was constructed. It consisted of eight questions about the pressures (if any) they face, social-economic and professional aspect of their job, their opinion on related policies and their training etc. Following questions were included in the questionnaire-

1. Do you feel any pressure while reporting?
 - 1.a. If yes, what kind of pressures do you face?
2. Does your organization give sufficient salary to maintain the economic balance in your life?
 - 2.a. If no, how do you maintain that balance?
 - 2.b. If no, why are you in this profession? Where do you have to compromise?
3. When reporting on a sensitive issue, how much confidence do you have that your organization will support you?
4. Do you see any difference between the situation of a reporter working for English press and that working for a language?
 - 5.a. If yes, what difference do you see?
 - 5.b. If no, what similarities do you see?
5. What kind of role do you think pressure groups like Haryana Union of Journalists play for the benefit of regional reporters?

6. Chief Minister of Haryana Manohar Lal Khattar recently announced the scheme of INR 10,000 pension for journalists above the age of 60 years and working from past 20 years in this field along with life insurance and mediclaim of INR 10 lakh and INR 5 lakh respectively .What do you think about this?
7. Did you join some journalism and mass communication course?
 - 8.a If yes, which course and which university?
 - 8.b. If not, how you got trained?
8. Do you expect anything from government? If yes, what?

Data Analysis

Pressures while reporting: All six reporters agreed that they face multiple pressures while reporting. Here are the ones they mentioned-

A. Technical pressures

When asked about any pressure of technological facilities or infrastructure during reporting, all six reporters mentioned that the following necessary things (Table 1) are not provided by any newspaper organization to any regional reporter-

Item	Provided or not
Laptop	No
Camera	No
Office space	No
Software	No
Stationery	No
Fuel of travelling	No
Vehicle of travelling	No
Mobile phone	No
Mobile bill	No

Table 1: Status of provision of infrastructural items to regional journalists

B. Pressure of marketing

All six reporters mentioned the pressure of playing down any negative aspect or loopholes of those who are the advertisers for the newspaper . Also, there is an added pressure of getting local advertisements for the newspaper. They also need to take steps for increasing circulation. This results in writing positive news stories about schools and colleges so that the teachers and students subscribe to the said newspaper.

All six reporters mentioned the pressure of playing down any negative aspect or loopholes of those who are the advertisers for the newspaper.

C. Legal pressures

Filing of FIRs and sending notice to court is very common for five out of six reporters. The remaining one has never faced such experience. Some instances were quoted by reporters during the interview. In one incident, the police wrote the name of accused police constable's father to save him. This resulted in the reporter getting a legal notice for a news story that was based on the details of previous complaint.

D. Pressures of Caste and community

Three out of six reporters told they have faced such pressures and the remaining three said there was no such case in the areas where they worked. Though it is not an issue in areas like Panipat, Bhiwani, Karnal, but in areas like Hisar and Gurgaon, fear of the *dabang* or dominating community creates pressure on regional reporters. In an incident, one of the reporters was not able to file news story of a *dalit* becoming a *sarpanch* because people from other communities did not want to have him as their leader and filed multiple cases against him.

E. Pressures regarding access to information

They feel bad that the organization does not give them any identity card or accreditation, which makes it difficult for them to enter some important events like conference of a minister, meeting of big dignitaries etc. They feel that the organization does not want to recognize them as its personnel. One reporter mentioned that it becomes difficult to get people talk about what happened. They are in constant fear. Also, the police do not want to give any statement about the incidents, which makes it difficult to write the news objectively.

Besides this, it was also mentioned that the fact of being identifiable as a reporter at local level creates another kind of pressure. Since there is one reporter covering many villages as compared to 3 to 4 people sitting in bureau, it becomes easy for any aggrieved party to question him, and at times, scolding and threatening him at his residence. In an instance, some people from a school came to fight with one of the reporters. They were angry with him because he wrote the names of parents of a child who died in an accident on road just outside the school. They told him that this would lead to people thinking that the school does not take care of its students and that students die going there.

F. Political pressures

Four out of 6 journalists feel that there is less pressure from panchayats and caste leaders. Two of them state that local administration personnel and police do not treat the reporters properly and usually do not give any version or statement or information. Of the remaining two reporters, one working in Fatehabad says we usually get requests from local politicians during some meeting etc. and police forces to write about their work in a positive light or not write some incidents directly. They try to play it down by excluding their role or at times, not cover some incidents

The organization does not give reporters any identity card or accreditation, which makes it difficult for them to enter some important events like conference of a minister, meeting of big dignitaries etc.

sor story. The sixth reporter feels there is no such pressure, and there won't be any if the media covers incidents objectively, sensitively rather than doing business.

G. Financial Aspect

All six reporters said that they do not get sufficient salary and what they get can hardly meet their expenses. The reporters were briefed during interview that sufficient salary, in this regard, constitutes monthly salary that helps in living a normal life which is beyond fulfilling basic amenities like food, clothes, shelter, electricity bill and includes travel allowance, school fees for children and basic sources of recreation like TV, mobile, newspapers, books, games etc. for the family along with the expenses required to sustain reporter's job like camera, recorder internet connection as well. Further, five out of six reporters stated that they did not get anything from their organizations for months when they were just beginners. That was, they recount, a more expensive era as they have to spend money in filing news via fax or post. The range of monthly income which they stated ranges from 500 INR per month to 5000 INR per month. The details of this are shown in Table 2-

S. No.	Name of newspaper	Salary per month(INR) to Regional reporter
1	<i>Dainik Bhaskar</i>	3000-4000/-
2	<i>Amar Ujala</i>	1250/-
3	<i>Dainik Jagran</i>	5000/-
4	<i>Punjab Kesari</i>	500-2000/-

Table 2: Salary per month of regional reporters (INR)

Managing economic balance: Upon asking about maintaining economic balance in their daily life, they mention their own business like photography studio, printing press, medical clinic, properties, farming and working children as their major source of income. All of them quoted business development of newspapers as a source of 10-15% commission on getting local advertisements for newspaper and increasing its circulation. One reporter said, "It is very difficult to pursue regional reporting as a whole sole profession because it forces you to either become corrupt or die"

Reason for continuing journalism: Despite low income and least recognition by the newspaper, all six reporters stated that they started journalism as a hobby. All of them are fond of covering and writing news. One reporter, who is also a Municipal Commissioner stated that journalism gave him an identity, stature and reputation amongst people of his area and therefore, it becomes difficult for them to leave this field. They have become habitual of covering and dealing with news now.

Support from organization during a sensitive issue: Five out of six reporters feel that there is no chance of any support from their bureaus or editors when they cover any sensitive issue. It is understood to them that they themselves will have to face whatsoever legal, physical or financial consequences of any news given by

All six reporters said that they do not get sufficient salary and what they get can hardly meet their expenses.

them. One reporter feels that there is a possibility of getting fired by the newspaper in case it sees the possibility of getting its reputation damaged. Reporters quoted different cases where they along with their families faced blackmailing, threats and terrorization from aggrieved parties. One of the reporters quoted a case of news story on Ramleela in which he wrote the designation of a member of a non-registered organizing team on the basis of a statement given by them. The members of the other registered team fought with him over mentioning this and sent a notice to the editor. As a result, he was told to answer the summons from court himself and since he had no written proof of statement by anyone, he had to apologize in front of village *panchayat*. In another case, a reporter was threatened for a month by a woman Sarpanch's husband because he wrote appreciation lines for a woman winning election over male candidates in that village. As it is, regional reporters don't get any appointment letter from their newspapers, any such cases may further result in getting them thrown out like a bee from the milk. Two of the reporters feel at times, that they should leave this work because even people back out from their own statement.

Difference from English Press reporter: All six reporters said that English press is not concerned with matters of block or village level unless something big happens. So, they limit their reporters to hardly one at district level only. Also, since there are no local pages as such in these newspapers, their reporters are supposed to cover big happenings and beats. If seen at the level of district itself, reporters of English newspapers get more visibility, better income and facilities, more access to privileged sources of information, better stature and have more reach in terms of security as compared to Hindi press reporters.

Role of pressure groups for journalists in Haryana: Five out of six reporters feel that pressure groups like Haryana Union of Journalists are not at all concerned about the needs of regional reporters. Its members don't even visit any block or village. Other groups like Haryana Journalists Association or Haryana Patrakar Kalyan Manch are more or less the same. One reporter, who is a member of Haryana Journalists Union, said that these groups help reporters more than their own organization does. In cases of any injury or legal matter, it sends an advocate for help. Of all the five reporters, four have many experiences which state that the union does not listen to requests, suggestions or problems of non-member reporters. Even one can question what they do with the membership fee they charge. Also, the members take profit of proximity with politicians through meetings. They do only demands and meetings but no execution on ground level.

Opinion on govt. announcement of pension and life insurance: Upon asked about the announcement of monthly pension of INR 10,000, life insurance of INR 10 Lakh and mediclaim of INR 5 Lakh by the Haryana government to reporters of age 60 years and above, all six reporters thought that it is of no benefit to regional reporters as they are not given accreditation by the newspapers despite 20-25 years of service. They elaborated that the newspaper organizations don't want to spend thousands on regional reporters, and therefore avoid giving them accreditation to avoid any documentation related to its expenditure on them. They further criticised the policy for keeping age as condition and not the actual work being done by

Five out of six reporters feel that pressure groups like Haryana Union of Journalists are not at all concerned about the needs of regional reporters

reporters. Further, they added that it will not benefit a reporter who, for some reason or the other, leaves a newspaper organization at the age of 57 or 58 years because the policy considers 20 years of continuous experience from the age of 40 years as a condition to avail these benefits. One reporter feels that such announcements can be a way to woo journalists to write in favour of government with the expectation of getting accreditation along with pension and life insurance later on. But, he adds, the reporters are already working professionally on the basis of their tuning with various parties, so this wont make any difference. Another reporter feels good that the government is at least thinking about journalists, unlike other organizations, groups or unions.

Expectations from government: Two out of six reporters feel that the government should bring the rule of fixed minimum wages for regional reporters as well. Also, there is a need of law regarding providing laptops and other infrastructure to them. One reporter stated the need of some provision for the families of journalists, especially for those who lose their life while working. One reporter stressed on the need of direct communication between regional reporters and the government regarding their needs, demands and requests. Another reporter added, “ I want that the new generation should find some attraction in addition to earning to work in this field of social responsibility... the government should pay attention to education of our children, mediclaim for our families etc.”

About getting training as a journalist: All the six reporters have an experience of at least 15 years in reporting. When asked about their training with regard to their professional skills, use of latest technology , knowledge about various styles of writing, communication skills for getting sources of information etc., it was found that none of them possess any UG or PG degree in any field of Mass communication and Journalism. One reporter revealed that he keeps on reading the distance education material published by various universities running such courses. Another reporter, who is a member of Haryana Union of Journalists, told that it keeps organizing workshops and sessions for training the reporters. All six of them said that they learnt everything from scratch while working in the field. And they can substitute for three or four district level reporters through their multitasking.

Outcome of data analysis

On the basis of responses given by the six regional reporters and on the basis of observation of the researcher, the following inferences can be drawn –

- Hindi newspapers in Haryana prefer keeping part timers as regional reporters. The primary reason for this is that they don't want to spend thousands on block and village level reporting despite the fact that their local pages and supplements of different editions depend a lot on these news reports.
- Regional reporters are treated like step children by their newspaper organizations. They are not given any accreditation or infrastructural facilities of any kind despite the fact that they go miles and spend hours for covering stories in the field.

- Regional reporters are not able to trust their organizations when it comes to covering any sensitive issue. This can be seen as a major loophole on the part of Hindi newspapers in a state like Haryana where incidents of honour killing, contradictory decisions by *khap panchayats*, female foeticide, clash between communities on the basis of caste are very frequent.
- Regional reporters are forced to work as business development agents who strive for increased circulation and advertisements from companies. This clearly affects their objectivity, accuracy and balance in reporting news stories. This can be seen as an act of deception on the part of these newspapers which have been entrusted with responsibility of making fair public opinion in the society.
- No policy or step has been formed for the benefit of regional reporters. Neither the government nor any agency or newspaper bothers about the situation and challenges they face in the field. All focus is limited to national, state and district units of newspapers. The most recent example is the announcement by Haryana government regarding pension and life insurance. The fact that no newspaper job is permanent and there is no guarantee of anybody working till 60 years in the media organizations, keeping age factor as the parameter makes this policy of no use to many journalists. Also, keeping accreditation as a condition of availing these benefits conveys the intention of government to ignore those reporters who take risks and pains in communicating issues faced by people at grassroot level.
- Regional reporters in Hindi newspapers have become so used to the system of working on less salary, avoiding news about dominant classes due to fear and earning commissions over a period of 15 to 25 years that it seems very casual and comfortable for them to talk about the same. This can be seen as a wrong trend being established and encouraged by these newspapers.
- Another aspect that can be read between the lines is that there is discrimination between reporters working at local level and those who work in offices or units at district level as the reporters, while talking, mentioned that “bureaus chiefs and personnel keep changing...we rarely get to talk to them..“ in case of space crunch, they remove our stories and give preference to those written by reporters at district level, irrespective of how important the story is.”

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Hindi Digital Media Platforms : A curious case of Journalism being superseded by Tabloidism

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Abstract

This research article titled, 'Hindi Digital Media Platforms : A curious case of Journalism being superseded by Tabloidism,' is an effort to present a study on 'TABLOIDISM' in Hindi digital media sphere, mainly consisting of leading national Hindi news websites, functional in and around national capital of Delhi. The purpose of the study is to critically and empirically investigate that : Whether the Hindi digital news-websites are the new platform to practice and propagate Tabloid form of Journalism, which was identified more than 100 years ago as the sensational, gaudy and less serious form of journalism. The paper analyses the trend to find out if the contemporary Hindi Digital Journalism space has turned out to be the new laboratory for Tabloid form of journalism. This paper analyses the intersection between Hindi Journalism and Digitization of newsroom in such a manner, that the hits and page-views are considered more important than the content and generation of good content on these so called news websites.

Introduction

Journalism as a profession came into being some 700 years ago, during 15th and 16th century in Europe, France and Spain. However, In India the advent of journalism as a profession dates back to the late 17th century with the publication of the *The Bengal Gazette* in the 1780 in Kolkata which was later followed by the *India Gazette*, *The Madras Courier*, *Darpan* in Marathi and English, *The Bombay Herald* and the *Calcutta Gazette*. The first Hindi newspaper was published in the year 1826 from Calcutta by the name *Udant Martand*. It was started by Pt.Jugal Kishore Shukla, who had migrated from Kanpur in UP to Calcutta for work.

Journalism is defined as a profession or an exercise where the scribe involves in the activity of writing, collecting, observing, gathering, assessing and presenting information in the form of news to large number of recipients – who can either be readers/ listeners or TV audience. In essence, it's a business of effective communication.

However, despite communication being the most important element of journalistic practice, it is different from other forms of communication. It can be identified through

The Hindi digital news-websites are the new platform to practice and propagate Tabloid form of Journalism,

certain special characteristics which do not constitute other form of communication. And, it is this difference with other forms of communication that makes journalism an important feature of a Democratic set-up or society. It is historically evident that the more a society is democratic in nature, the more is the flow of news and information into it. The online world is no doubt awash in communication.

Moving ahead, to the concept of Tabloidism. The birth of the term tabloid dates back to 19th century Britian, when for the very first time it was published as an alternative to big broadsheet editions of newspapers, which had eventually begun to represent the aristocratic and elite class of people in Britian. To suit the needs and flexibility of the working class, these small easy to carry and condensed newspapers became an instant hit with the workers and middle class. It was also cheaper in terms of printing expenditure. Due to their small size – tabloid newspapers have always been associated with shorter, crispier and easy to understand stories. It normally contained of condensed stories, which could be easily consumed by everyday readers, who belong to lower middle and working classes. Technically, a tabloid refers to a newspaper which is not more than five columns across and is narrower than a broadsheet newspaper. Due to its smaller size, the stories carried by it also used to be smaller.

The language of tabloid newspaper used to be more irreverent, pert and slangy with a bit of sauciness included, which was an antithesis of the more serious kind writing style practiced in a broadsheet newspaper. For example – While reporting a crime story a police officer was often addressed as Police officer in a broadsheet newspaper, but a tabloid called him a cop. If there was an important bill discussed in the parliament then, it used to be a headline for the serious newspaper, where as the tabloid used to focus on something more sensational, like a crime story or a celebrity wedding, gossip or a Michael Jackson or Madonna show. To summarize we can say that in the years to follow the tabloid came to be associated with news which were splashy, gaudy, lurid, fickle, shallow and boisterous and sensational and scandalous in nature.

Tabloids in Today's News space

Both Broadsheet or Tabloid Newspapers, are experiencing difficult times these days. It can be also summarized as the fight for survival. Readership of all kind of newspapers, whether English or in any of the vernacular languages of India has slipped drastically. And one of the most important reason for this fall has been first the introduction and later on the prominence of Online sources as the provider of news, in most of the cases it comes for free for the consumer. Not forgetting the least that the online source is often varied, serving the needs and taste of readers across various age groups. This flexibility that the online version of these broadsheet version of newspapers are applying brings it more closer to the tabloid version of news gathering distribution and presentation.

Not only in content but format also, A quick look at any news website in Hindi will validate the argument that the broadsheet Hindi newspapers are tabloidized while

Readership of all kind of newspapers, whether English or in any of the vernacular languages of India has slipped drastically.

converting to an online version of the same newspaper. The format speaks volumes about it. Compared to their print edition, the online edition is not only more flashier in texture but also linear in size. For example, the print edition of *Hindustan Hindi* is 08 columns wide, where as the online version of this newspaper is mere 04 columns wide. However, the width and length of the online edition is almost similar to the hard copy newspaper that's 32-33 inches.

The gradual attraction of readers of Hindi belt is moving towards short news stories and instant access to news through internet; broadsheets are also adapting the tabloid formats online. To survive the stiff competition of hits and page views, they seem to have fallen to the rulebook of tabloid journalism: shorter and brief stories, flashy headlines, attention grabbing bright color and a generous use of graphics. The trend doesn't seem to get slower in the near future, as taking out a page of the tabloid playbook would eventually lead to a return to the format of erstwhile tabloid newspapers. The rule of the game is to capture the attention of the reader with techniques and tool used by the tabloids rather than building a strong reader base through in-depth broadsheet like serious news-papers.

Method of Tabloidization

Off late, there has been a recent and dubious trend in mass media which has caught the attention of academics, media critics and academics across the world. This dubious trend is referred as 'Tabloidization'. However, this trend is not limited to Digital journalism only. Infact it started in the newspaper industry when stiff competition arose between various newspapers and media industry as a whole. Subsequently, it ended up with every newspaper and news channel foraying into the water of digital journalism.

This was the gradual culmination of the race which started off to get a share in both mass and elite readers/audience. The diversified nature of the audience was the initial and the most important reason for these online newspapers to change their tone and content of their product. However, as the number of players started increasing in this rat race, the fight to grab a bigger share of readers and subscribers also intensified. Thus, making ways to adopt some controversial, not so ethical and a bit boisterous form of news presentation. This meant– a slight overdose of sensationalism of content, fabrication of facts, simplification of the message, massive use of bright color, image and graphics in abundance.

This also propelled the people on the desk in a digital newsroom who were processing news or information to deliver early – as the 'hits and page-views' or 'page direct' to their piece of story became the supreme challenge. Challenge because that piece of news which is being covered by dozen other platforms, would garner the interest of the reader only if it turns out to be more attractive and lucrative to the eyes of the reader. This meant not shying away from any kind of serious journalistic deviation. Thus, glorifying grief, obscurity and obscenity became normal where as the earlier practice of verification of facts, double checking of stories by an able desk person and proof reading and editing got reduced.

The diversified nature of the audience was the initial and the most important reason for these online newspapers to change their tone and content of their product.

The interest of the reader towards Tabloidized and less serious content is not new nor is the willingness of editors and proprietors of these media houses to support and encourage this form of journalism. Because ultimately it's the number of readership that brings in the revenue.

Till a few years ago, even while reading a newspaper we were able to differentiate between a front page of a newspaper and a supplement, we could easily differentiate between a broadsheet and a tabloid newspaper, but today that distinguishing aspect has been completely blurred. The supremacy of the digital news room has worsened the situation further. The absence of social responsibility and social – professional accountability of these online news distributor became the icing on the cake. This was something like exercising immense freedom, without delegating an iota of responsibility.

N. Ram, the former Editor-in-Chief of *The Hindu* newspaper from Chennai has spoken at length about this growing culture of sensationalism, tabloidization, trivialization, celebrity-worship and the unchecked use of hidden cameras in the Indian news media. He said that this was “the real challenge before us,” and that freedom without accountability and social responsibility would weaken the position of the media in society.¹

In the year 2011, an International Colloquium was held in New Delhi. The Colloquium was organized for the promotion of universal respect for observance of human rights and fundamental freedoms. At the end of the Colloquium its members suggested that, ‘in pursuit of commercial interests media must avoid sensationalism or trivialization of issues² But, when tools and techniques, such as sensationalism, fake news, deception, heightened emotionalism, obscenity and more visual imagery are used, they are employed to cater to a section of the audience that does not need or demand serious content.³

But when, the new generation of Digital journalists who are entering the field without a proper education and understanding of the basic principles of journalism, resort to techniques which are related to sensationalism, inventing facts of their own whims and fancies leading to a failure of it's verification, while pushing in attractive stories then it's difficult to stop the onslaught of serious journalism from the hands of Tabloidization.

Significance

In their book *The Elements of Journalism*, Bill Kovach and Tom Rosenstiel have collectively identified some important principles and practices of Journalism. It starts with Journalistic truth which according to them – begins with the professional discipline of assembling and verifying facts. It's allegiance towards its own citizen, and keeping the news comprehensive and proportional. Journalism is a modern map making exercise, which helps it's people to navigate through society. Journalism requires a personal and organizational sense of ethics and responsibility. However, in the digital world a lot of communication is taking place in the name of Journalism. But vast majority of communication is not news and especially not journalism.

New generation
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According to a research done at Carnegie Mellon University, in the year 2012, there were an average of 175 million tweets each day, out of which more than 99% consisted of “useless babble”.

The major portion of the online media universe is dominated by mutual talk, entertainment, opinion, assertion, advertising and propaganda, and journalism there occupies a very small space, but still it is seen as being more valuable than most of the stuff over there. This value given to journalistic writing flows from purpose that journalistic writings are involved with. It is considered as something which is written for the betterment of people at large, to provide them with verified information about their lives, help in decision making, developing an articulate mind and be aware of their surroundings, their societies, communities and governments. And, all of this is possible because of the practice of a systematic process, of discipline of verification – which is being used by journalists to find not only facts but also truth about the facts.

As Bill Kovach and Tom Rosenstiel wrote in their book *Elements of Journalism*, ‘The purpose of journalism is not defined by the technology, nor by the journalists or the techniques they use to generate news. Rather, it’s defined by the role news plays into the lives of its people.’ Therefore, when we talk about Hindi Digital space which off late has abandoned the basic tenets of journalism and overpowered by technology is a strong case of Journalism being superseded by Tabloidism. A brief comparative look at the online and print version of a single newspaper is enough to point out the stark differences of both the outlets. However, the examples would be taken from more than one digital newspaper.

Objective

The purpose to carry this research has been taken forward with four objectives in mind. (1) Has Journalism taken a back seat over sensationalism in Digital Platform; (2) Is the lack of newsworthy reporters on ground, a major reason for this deterioration; (3) Has hits and page views shrunk the working space of a journalist from a certain Rajpath or far flung areas of our vast country to a mere 08/10 cubicle in the news room. (4) How has social media affected the quality of news in Hindi digital platforms?

Review of Literature

There is a general agreement amongst academia, media critics, social scientist and media personalities that the shift from serious journalism to tabloidized content is done to appeal the masses, to serve their taste buds according to their mental and intellectual capacity. This has a lot to do with the business and revenue aspect of this industry which has gone through a drastic change after the liberalization phase of Indian economy, and increased the number of competitors in the market. As increased number of readership will guarantee a increased number of advertisers, which will again lead to increased number of readers, which once again arises the need to retain them. This goes in a cyclic process. The media practitioners understand this need to reach out to the maximum number of readers and advertisers better than

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anyone of us. The colonization of the mainstream media by tabloid values has led to the democratization of media as it includes the non-elite people, issues and values.⁴

Thus, when the media starts engaging with the non-elite people and masses both within and outside the newsroom, then it's content undergoes the tabloidization process which means the content of the website becomes a combination of news and entertainment. At times Facts are presented in the manner fiction is generally reported. As suggested by Bird⁵ 'Tabloids do not claim to be fiction, even if they do claim primarily to be entertainment, they do report on real people and events, and their staff members are journalists. It connotes, "cheapness, shoddiness and overflow of the capitalist commodity system.'

The growth of infotainment in place of information and education has been a Glocal phenomena. This has been a result of the combined processes of privatization, deregulation, digitization and new market economy. The commercialization journalism has been a worldwide trend in past one and half decade. Earlier it hit the television industry and now it's the Digital industry. While discussing the same in his book 'Media perspectives for 21st century' Thusu⁶ talked about and the opening up of new markets, which has led to a marked shift from a public-service to a ratings-conscious news outlet dependent on corporate advertising, encouraging a tendency to move away from a socially relevant news agenda – privileging information and education over the entertainment value of news – to a more market-led, 'soft' version of news, with its emphasis on consumer journalism, sports and entertainment.

Sensationalism is another important aspect of tabloid journalism. It's used to first attract the reader by giving a shock value to him/her through headings and picture, and then retain it by engaging the reader by increasing their curiosity and amplifying their emotions. In TV news it was often referred to as The Murdochization of news, with respect to the case study of *Star News*. However, soon it became a feature of other news channels and digital media platform.⁷ has mentioned about the term McCarthyism which according to him means a particularly nasty form of destructive demagoguery. Here it will be important to highlight that Demagoguery is a manipulative approach, which is often associated with dictators and sleazy politician, who makes an appeal to the people playing on their emotions and prejudices rather than the rational side. Use of BOLD and Vulgar Headlines, semi-nude pictures, words laced with erotic expression, language with suggestive sexual innuendo with larger types and massive use of color and exclamatory signs often aims to evoke a sensational response from the reader. It also helps them to escape from the harsh realities of life often depicted through serious journalism.

According to Josephson⁸ and Lundqvist and Holmqvist⁹ a photo and its color attracts the reader's eyes more than the written words, so is the relatively bigger size of any object which in this case could be a close-up photograph of semi-nude model, a murder sight or a voyeuristic picture story.

The Intelligent systems laboratory of Bristol University and the School of Journalism at Cardiff University conducted a study on online newspapers. To conduct this study

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they used the Flesch Reading Ease Test 3 method. The findings of the study concluded that, the content of the tabloid was easier to read than that of the broadsheets, and the reason behind this was the practice to employ sentimental language in their stories and headers.¹⁰

Besides this, the extravagant visual display in the front pages and top story which are closely cropped, stories bearing a personalized account of people and their private lives, glorification of grief, absurdity and abnormal also plays an important role in the Tabloid culture of Internet news. Fabrication of stories in the pursuit of exclusivity. The source of news is always anonymous, facts are not verified or cross-checked, at times even invented. The reporters are replaced with unidentified gossip mongers, social media handles, PR agencies, wires and off-course a good rumour. ‘An excessive use of dramatization and sensationalism, the overloading of information as new kind of censorship – and the dizzying acceleration of the pace of information are some of the symptoms of a diagnosis referred to as the malady of infotainment.’¹¹

The emergence and acceptance of Social Media as the next most dependable source of information, is a boost to the tabloid culture in online media. Earlier, the main qualification of media ought to be it being a successful mass-media tool, but today it has been taken over by personalized media. ‘While the current technological landscape shows tremendous promise and present numerous opportunities for news and its practitioners, there are also potential pitfalls. While social media networks churn out viable leads, there are also a lot of hearsays going on and even hoaxes.’¹²

Theoretical Framework

Based on the above research studies, the theoretical framework that the researcher feels apt for her research is Adaptive Structuration Theory which falls under the Organizational communication branch and Altercasting Theory which belongs to the Language and Linguistics Theory.

Adaptive Structuration Theory (AST) is based on Anthony Giddens’ Structuration Theory and was developed by M.Scott Poole. Poole also took inspiration by the works of David Seibold and Robert McPhee and developed it further into AST. Anthony Giddens’ Structuration theory was formulated as ‘the production and reproduction of the social systems through members use of rules and resources in interaction.’ DeSanctis and Poole adapted Giddens theory to study the interaction of groups and organizations with information technology. AST is critical of the techno-centric view technology and emphasizes on its social aspects. Poole took a critical approach to the linear model of communication and determined that group dynamics are too complicated to be reduced to a few predictable chain of events. He believes that group members within an organization have a role to play in the outcomes, because according to him they intentionally adapt rules and resources to accomplish goals. AST aims to study the role of advanced information technologies in organizational change. It seeks to discover the types of structures provided to professionals in advanced technologies, and the structure or pattern that actually emerge or shapes up after the interaction of human actions with these technologies. Thus, where Structuration Theory deals with the evolution and development of

Every Twitter and Facebook has now become the producer and consumer of news which has now led to the birth of Prosumer culture.

groups and organizations, AST goes a step ahead and tries to identify the impact in the outcome of such engagements when they start adapting to newer technological advancements in their professional life.

The second theory which seems to be relevant with this study is the Altercasting theory which falls under the branch of Language and Linguistics theory. Altercasting theory is a theory of persuasion founded by sociologists Eugene Weinstein and Paul Deutschberger in the year 1963. The goal of this theory is to persuade a person, to behave in a particular desired manner, that the persuader wants. To achieve the same what he does is that, he projects a role for the subject, which the subject starts identifying with which eventually becomes his/her identity. So, what Altercasting does is, that it targets both the social role that it wants to be executed by the subject, as well as the ego of the person/subject. It acts as tactic to persuade people, by imposing or forcing on them a social role, so that they are inclined to behave in accordance with that role. Some psychologists believe that it is widely used in real world, but often go unnoticed – for ex : by our parents, our teachers, our spouses, our employers, advertisers, fundraisers, therapist, our family, community etc.

So, when a person accepts a certain social or professional role, then he/she also accepts certain social and professional pressure, so that he doesn't deviate, and successfully assign the role given to him/her. The role also gives the person access to selective exposure consistent with the role. Thus, Altercasting first, force a person to accept a role and then make him behave in the manner we want him to behave.

Research Design and Methodology

The methodology that the researcher pursued during this study was adhering to the pluralist approach of gathering data both from primary and secondary sources. However, essentially it was a qualitative study. But, to make it more empirical and credible information was also obtained from primary sources. The researcher gathered secondary data from six leading Hindi news websites, operating from Delhi/NCR namely, NBT Online, NewsLaundryHindi.com, TV18NewsHindi.com, FirstPostHindi.com, Lallantop.com and BBC Hindi.com. In addition to this Primary information was collected from the editors of four of these multimedia and digital platforms, which included Executive Editor of NBT Online.com, TV18Hindi.com, NewsLaundryHindi.com and Associate Editor of First Post Hindi.com.

This was done to ensure maximum representation of the editorial team and their perspective in the study. Though, the study was essentially a qualitative study, the research questions put forth in front of the editors of all these platforms primarily focused on decoding the style, selection, presentation, content and reporting opportunities, competition, the revenue model, work-force, pressure of social media, TRP – Hits and Page views etc. factor related to the news websites, which all became a part of the sample. The effort was put to find out and establish that how much importance is being given to scandalize a story for quick profits. The justification for taking this study in a pluralist way was to make it more scientific, empirical, relevant and contemporary. Since, the focus of the study is to decipher the trend in digital media, thus- there was no better way than to include experiences of those who were directly related to it.

Data Collection

The stages of data collection were divided into two parts: Primary and Secondary. Lets discuss the secondary data first. The researcher started with secondary data collected from Homepage of Six Hindi Websites for a week. The top five story at Firstpost Hindi was quite sensible and subtle. It didn't have any pompous words in its headlines. Seems as if it had a lot to do with the genre of website. Since, Firstpost is a opinion website, thus it focuses more on the seriousness of the content rather than making it lighter or frivolous.

However, There was a shift within the homepage of the site on stories displayed in other sections, namely – *Manoranjan, Trending, Abhi - Abhi, Social Viral* and the big picture. Here, the construction of the headlines changed from being sober to a bit frivolous, naughty and even scandalous if related to relationship or any affairs between actor and actresses. The top story of the Social Viral Section was – ‘नहीं थम रहा शलिन चोपड़ा के बॉल्ड फोटोज का सिलसिला, बिकिनी में लगा दी आग,’

The big picture focused on Photo stories with captions which were attractive and a bit saucy. However, the website had special section dedicated to Fake News, which exercised the full benefit of its declaration that, the stories covered there were all fake. This gave it the freedom to experiment and also set their noose a bit loose and add spice to its page.

The next sample was the home page of *BBC Hindi* which was carrying and international story featuring the business ties between America and Saudi Arabia and the Headline was – ‘वैलेटाइन डे पर पनपे सऊदी और अमरीका के अटूट इश्क की वो कहानी’.

It was noticed that content wise, *BBC* had the most rich story but their headlines were deliberately made sensational. There were more such stories related to sports, films, human sex, animal sex etc. where a deliberate effort was seen to make it more sensational and spicy.

The third sample website taken was *Newslaundry hindi.com*, This was a multimedia website, which focused more on opinion on current affairs from experts, audio podcasts and reporters story. It would be worth to mention here that, it's one of the first of its kind website in Hindi which is free of advertisements and subscriber based. It's Paid News. The website doesn't dwell on live stories, instead it works diligently on the after effect or repercussions of major political, social, national and international stories. They normally come up with well researched stories. The language, presentation, headline and content is balanced, nuanced and well scripted.

The effort given to every story reflects on it's page. Two examples are - #MeToo आंदोलन और मीडिया संस्थानों में महिलाओं की मौजूदगी का संकट दक जयपुर हाईकोर्ट का आदर्श भारतीय संविधान है या मनु?

The News18 website was one of the most cluttered Hindi news portal, with as many as 34 pages which included Pradesh consisting of eight Hindi speaking states, mobile, Tech, Auto, Life, Knowledge, OMG, Career and Jobs, Bigg Boss -12 and Navratri-2018 page. As evident – this was the most hotch-potch website. Neither the language was complete Hindi nor English, one could not understand that whom the

There were more such stories related to sports, films, human sex, animal sex etc. where a deliberate effort was seen to make it more sensational and spicy.

website was targeting, the presentation, language, style, color and font was all very confusing. One – opens the website to a big picture which conceals 3-4 the of the screen. The rest space is covered with Ads and LiveTV show.

The Primary data constituted of one to one conversation with four current and former editors of these websites and their opinion about the operational, revenue and editorial aspect of these leading Hindi Websites, which will be incorporated in the analysis/ discussion.

Analysis/Discussion

The researcher went ahead with this research with few objectives in mind, but the main aim was to find out if Hindi Digital Media Platforms are responsible for resurrecting the lost practice of Tabloidism into mainstream journalism. And, if so then what are the reasons behind it and tools used for it. While examining the data collected from both primary and secondary sources – the researcher has come to the conclusion that yes – there is no doubt that Tabloidism is back in business, however this time through a new medium and also in new circumstances. The whole Digital Platform including Hindi has just past through its nascent stage, but still there is too much of time for it to get mature in content, presentation, as a journalistic organization and also as revenue generation commercial output. Thus, the onus of generating revenue for itself, on its own as a new player in the market, with stiff competition do have an effect on the content and presentation of news, which at times ends up in journalism taking a back seat and sensationalism leading from front.

As Alok Kumar an executive editor with TV18 news network opines , ‘Emergence of digital as an independent medium of breaking News/story telling/ multi media content output has opened cut throat competition of gaining maximum Page Views/Unique Visitors which has led to the deterioration in content quality and sensationalism which can attract maximum eyeballs. Sex, Scandal and weird news under the garb of OMG content has taken centre stage. Despite that any generalization can not conclude the debate, as digital platforms are also highlighting issues critical to the masses.’

Shailesh Chaturvedi, Associate Editor of First Post Hindi says that, ‘It’s all about numbers, a game of TRP in the form of page views and Hits that the website collects. He feels the industry has changed itself a lot in the past two years. Websites like FirstPost and Rajasthan Patrika have brought in a lot of changes. Certain words are not used in our websites. But, it can’t be denied that Tabloid has a mass-reach and it pays off well to the monetary health of the newsroom. He argues that even a serious newspaper like Asian Age had a glossy last page with lots of sensational and page three features in it. Every media platform has got competition whether TV or Online. TV focuses on Editorial and online on news. However, Online doesn’t have the huge amount of money to have a strong editorial on the lines of Television, there is a dearth of reporting also, moreover we’ve the pressure to be fast as TV and credible as Print, which is not easy to maintain with a small staff. This hampers the quality of Online news – thus forcing us to take resort towards Tabloid culture, however – we try to create a balance there also. But – the pressure to be seen first

There is no doubt that Tabloidism is back in business, however this time through a new medium and also in new circumstances.

on Google, picked up fast by them, getting maximum page views and hits has a role in it. The credibility of news was shaken by TV only, Online has just aggravated it. People want to read sensational stuff, Social media has become the main source of news in the absence of sufficient staff and very nominal revenue is to be blamed for the return of Tabloid culture in Digital newsroom, and we need to develop a mechanism to counter it.

Atul Chaurasia an Executive Editor of *NewsLaundryHindi.com* says that the problem of Tabloidism is borne out of the business model of digital journalism, as much in Hindi as in English or any other language. Digital platforms were started as startups of secondary sources, but now things have changed, but model remains the same. It is an ad-based model, where advertisements are the only source of revenue, that too very few like Google and Facebook. In India consumers don't have the habit to pay for news, thus to pay the bills of these media outlets money is generated from advertisements, which is not healthy. TOI charges just 5 rupees for a daily, because it has huge ad generating capacity. In NewsLaundry – we are ad-free, our subscribers pay for news, which is paid to employees. We don't compromise on content and there is newness also. But, it is a challenge to mould the readers, a long time process but not impossible. We need to build our image, and keep our newsroom economic. It needs a lot of dedication also. The bad part of this industry is lack of dependable sources, too much of dependency on wires, table top journalism and out-sourcing. The model has killed the scope of ground reporting. It has created a gap and to fulfill that gap – we take help of Tabloidism, as there is no other alternative. On an average every digital newsroom has a ratio of 40/60 which means if there are six people on desk, then four are on reporting duty. In certain organizations the disparity at times is much grim. But, at last it is the society on which the onus of Good Journalism resides. If they won't share this responsibility things would not change for good.

Conclusion

The present study Hindi Digital Media Platforms : A curious case of Journalism being superseded Tabloidism reaffirm the belief that, Though set out as mainstream journalistic venture Hindi Digital Media Platforms have become the support system in which the culture of Tabloidism has once again been able to establish and sustain its feet. The reasons for the same is manifold – Primarily its business model which is ad-based, ad is the only source of revenue, the pressure of being fast like a 24 hours TV channel and accurate as a newspaper is also a killer, lack of man-power, killing of reporting culture, dependency on social media and wires, TRP, page-views, hits; all this has a negative effect on the whole system. Cut throat competition, armed chair reporting style in this IT revolution era has become new norm. In order to save cost every thing is done in house. Layers of mediums sometime change the very basic of reportage. High bandwidth, fast processors, photoshop, video editing software and few mobile phones are what one needs to open a digital platform. So it can be operated from a room of a flat. URL address is global but the resources required to gather original content might not be there. So, they start copying and curating stuff. Such reproduction are devoid of engaging content and merely focus on hits. Be it Hindi or English, Social Media has a great affect. Till now social media gave news sites a platform

Hindi Digital Media Platforms have become the support system in which the culture of Tabloidism has once again been able to establish and sustain its feet.

to expand their reach and gain. However recent developments suggest publishers have become more intelligent. So, instead of serving a video content on you tube, without getting a better deal on revenue sharing, they may prefer to hook up on their own servers. Secondary aspect is abundance of unverified info on social platforms. All this...has definitely has led us to there, where we had been few decades ago- The verge of Tabloid Journalism.

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Understanding Fake News: A Theoretical Perspective

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Abstract

Studies have revealed that unreliable and incorrect information is being increasingly circulated on social media networks and mobile applications through anonymous nodes, bots and human beings. The social networks carry false information, interpretations, opinions and user generated information in the form of written word, videos and images. This false information, misinformation and disinformation is termed as fake news which is now being seen as a grave threat to the credibility of our independent press and democratic polity. Fake news going viral through social networks has caused a crisis of confidence and has the potential to threaten the entire fabric of peace and social harmony in our country. The recent incidences of violence in UP, Jharkhand, Maharashtra and Karnataka provoked by fake news are a testimony to this phenomenon. This paper attempts to explain the concept of fake news and the way it disseminates among masses. It further attempts to examine the motives to share fake news videos and the way humans process these fake news videos which affect our emotions at the cognitive level. The author has used Heuristics Systematic Model (HSM), diffusion approach and Social network approach to establish a conceptual framework to explain the way news flows through networks and the way social media users interpret it. Previous work done in this area has largely ignored the way individuals process this viral information which is largely perceived as true as it diffuses through media networks and social media groups. The paper concludes by re-examining the relevance of network gatekeeping and source credibility in the context of the dissemination of fake news.

Key words: Fake news, Diffusion, Heuristics Systematic Model (HSM), Propaganda, Social Media

Introduction

Right from the early days of civilization humans have used lies for many purposes such as blaming, persuading, exerting dominance and political propaganda. To lie is to give other person a wrong information about some issue. Fake news, lies, rumours, propaganda—all are synonyms for misinformation or disinformation. Misinformation can be at the level of source i.e. source credibility or message credibility where the information is twisted and is put out of context to change the meaning or to give an impression so that the text refers to a different news story

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and not what exactly occurred. At present we live in an information society which is experiencing what is termed as information overload. Reports mention that the number of monthly active users (MAU) of WhatsApp in India for the year 2018 were around 200 million and the number of Twitter users were 7.83 million in Oct 2018. Bigger screen sizes and better features of mobile phones make it an ideal device to interact, exchange, share and create information. Information is omni-present and with the coming of social media and digital technology news is being created, disseminated, replicated, commented on, and shared at a rate which is unimaginable. All the information that gets converted into news is not credible and true. This problem becomes more difficult and complex when we look at the consequences of such a phenomenon taking place in the rural, tribal and remote areas of our country where reach of information is poor because of inadequate infrastructure and poor connectivity. The rate of dissemination and amount of content being disseminated is increasing every day with the coming of cheaper and better mobile phones in the Indian market telecom companies are also alluring the consumers by giving them data plans at a very low price. At present the mobile penetration in rural and tribal India is 18%, which is quite low. However rural India is clearly the next big market for the mobile and telecom companies. As per the report by the Internet and Mobile Association of India (IAMAI) and KANTAR-IMRB 57% of the rural users of mobile phones are under the age of 25. This trend indicates that quite a huge volume of data is shared and consumed by young users only. With so much of data in the form of web pages, tweets, articles, images, videos, emails it is beyond human comprehension to get actively involved with each piece of information or news for that matter, with the consequence that audience starts to ignore it or does not get actively involved in the process of media consumption and sharing.

Information Overload and media connectedness have a significant impact on the public trust towards mainstream media. Past few years have seen a decline in public trust in news in many countries, such as the United States (Gronke and Cook, 2007). Scholars are looking at media scepticism, which refers to the “subjective feeling of mistrust toward the mainstream news media” (Tsfati and Cappella, 2003). In an age of continual news feeds, many news organizations tend to focus on speed at the expense of accuracy (Stepp, 2009). This is particularly the case when stories from competing news sources start going viral.

Social Messaging Apps like WhatsApp, Kik, Viber, Hike etc. are being increasingly used to forward news videos and texts which are often inflammatory in nature and give rise to dissemination of hate speech on the social media also. The ease with which these messages are created, manipulated and transmitted makes it viral and even more dangerous. These messages are often circulated among the rural population where the masses lack the information and skills to check their credibility and source of origin. The rural audience looks at the opinion of its leaders to establish the credibility of a message. The community members also cross check the message but if the formal features of the fake videos look real, i.e. they are shot in a manner that it looks real then the news video is perceived as true. They react to the content of the video or the WhatsApp message and this is how the messages travel from one group to the other where the members in each group differ in their attitudes, beliefs and values.

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Fake news is planned with a certain motive, it is framed and primed to change public opinion in a strategic manner. For e.g. especially at election time, in that it deals mostly with candidates' personalities and achievements (Dye et al., 1992; Hess, 2001), disagreements between them, and sensational items (Patterson, 2000). The tone of fake news can be negative to highlight the occurrence of events with a low degree of anticipation.

For those of us living in the digital age the challenge, therefore is to develop skills for evaluating information and sifting credible information from that which is not. This paper starts by analysing the concept of fake news, the motives for sharing it, the way it is understood by audiences and finally takes a relook at gatekeeping theory and source credibility as a means to check this phenomenon. This paper assumes that the fake news messages and videos arouse the audience emotionally and because of that emotional stimuli the messages are shared at different levels. This phenomenon is understood in the framework of Social network theory and diffusion approach which examines the conditions under which a news item may become viral. This paper will give a sense of relationship between extent of interpersonal communication (IPC) among group members and how that desire to fulfil a need transforms a fake news item exponentially to make it viral. The consumption of fake news has been studied in relation to the prevalence of hard news.

Literature Review

In the year 2018 media in Europe reported about India

- 1) **News:** India no longer the poverty capital of the world
Fact: It was a left-handed tribute to malign the image of India in the minds of European audience. For one there is no term as poverty capital and the reports did not contain any data about India.
- 2) **News:** Homelessness in India is very high.
Fact: The percentage number of homeless in India's population figure at 0.15% which is lower than the U.N standards and lesser than some of the European countries.

Nearer home in India the following news items appeared in certain sections of media.
- 3) **News:** Akhilesh Yadav slaps his father Mulayam Singh Yadav.
Fact: The news was entirely baseless and planted with a view to shun image of Akhilesh Yadav by his political opponents.
- 4) **News:** Video Showing Dr Manmohan Singh touching feet of Mrs Sonia Gandhi.
Fact: The person touching eh feet of Mrs Sonia Gandhi is a congress worker and not Manmohan Singh.
- 5) **News:** Times now TV showed a report about religious conversions in Kerala.
Fact: On investigations the report was found baseless.
All these are instances of fake news.

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Misinformation is false information which is shared because the person sharing it thinks it to be true. Disinformation is incorrect information, and the person who is disseminating it knows it is false. It is a deliberate act of spread wrong information for some purpose. Manipulated content is when genuine content is manipulated to deceive the audience.

Any Information converted into an interesting bit for audience or intentionally created to look credible when in reality, it is not is fake news. To define fake news, it helps to consider the various forms in which it comes. Of course, there is not universal agreement on what those forms are. Wardle and Derakshan (2017) have identified different types of “mis and disinformation”, two of them which are quite prevalent in India are; a) Misleading content; b) Manipulated content. Misinformation is false information which is shared because the person sharing it thinks it to be true. Disinformation is incorrect information, and the person who is disseminating it knows it is false. It is a deliberate act of spread wrong information for some purpose. Manipulated content is when genuine content is manipulated to deceive the audience. In case of misleading content, information is used to frame issues or individuals in certain ways by cropping photos, or choosing quotes or statistics selectively.

In India it has been seen that fake news stories are on issues which qualify as hard news i.e news items with higher degree of news value and importance. Previous research studies have suggested that incidents of fake news takes place in smaller regions of rural India where a certain dominant ideology is prevalent. Any message which questions or attacks the popular ideology or practice has the potential of becoming viral. These messages are injected in the minds of audiences through social media and effects the audience according to magic bullet theory. The theory assumes that audience are passive and they can't resist the media message. Messages in the form of fake videos on communal issues or controversial news against a particular community has the potential to infuriate the masses and can also incite them to act in an unreasonable or uncivilized manner. This brief act of behaving unreasonably or not in keeping with the established social norms is keenly observed also and imitated. Bandura (1975) says that individuals imitate characters portrayed in media which may bring a change when it comes to their behavior, knowledge, attitudes and values. The act is repeated, if it is rewarded and not if it is punished. The imitated behavior is gradually reinforced in case of a reward and the individual identifies with the model and gradually tries out the behavior himself. The content of a fake news can be imitated and modeled if a negative act is being shown as rewarded and vice versa. These entire theories share a basic idea of how an individual can act briefly unreasonably or inconsistent within a group and become normal when they are not in it. Modeling can happen as a positive or negative process.

Social Network, Contagion and Homophily

According to Clark and Delia (1979), every communication has three basic objectives:

- (a) Instrumental objectives to solve a problem or situation.
- (b) Interpersonal objectives to establish or maintain a relationship between the sender and recipient; and
- (c) Identity objectives to project or maintain a specific self-image.

The social networks formed by human agents facilitate exchange of information and subsequent generation of knowledge through interpersonal communication. The central position of a network is occupied by the gatekeeper who transmits and mediates information to other networked members. The members in the networks or whatsapp groups can be mutual and are in accordance with homophily. Homophily facilitates contagion in networks which serves as a mechanism to expose people and other sub groups to information, attitudinal messages and behavior of other group members. The attitudes, beliefs and behaviors of the nodes become similar over a period, and there is mutuality. The similarity in homophily can be based on class, social status, community, economic background, occupation and religion. Homophily also reduces the psychological discomfort that arises due to emotional inconsistency, Heider (1958). When the characteristics of certain nodes match these are likely to be more connected as compared to the other nodes. This relationship also stands reversely also. Two or more connected people are more likely to have common characteristics. At the individual level, members of a network are more likely to have the connection, friendship or association if they have common attributes.

Brass (1995) says that homophily eases communication, reciprocity, sharability and increases predictable behavior. According to Mills (2012), Shareability is the “the degree to which the consumer feels that the content will have the same level of stimulation or engagement on other members of the social network, he is a part of”. This exposure increases the chances that nodes (network members) will develop beliefs and attitudes similar to each other. This is also termed as convergence model of communication (Rogers, Kincaid and Barnes, 1981). A viral message entering one of these networks through any node or member may have a contagion effect.

Gustave LeBon(2001) in his Contagion theory mentions the hypnotic influence of crowds on the other members of the network. The hypnotic influence, combined with the anonymity of belonging to a large group of people, results in irrational and emotionally charged behaviour. The reaction of the members to a fake news video [perceived as true] is exposed to the remaining members of the network. In small networks with no bridge the information doesn't spread outside the community. If the network is big and is bridged to other networks then the information flows to bigger networks and this diffusion of news over period of time may turn viral.

Diffusion of a news event is affected by other variables also like time of occurrence, degree of importance, source of the message, the content of the message itself. The diffusion pattern of a news event may be divided into three components: the rate of diffusion, amount of diffusion, part played by the various media in the diffusion process. Rosengren (1973), says that the more important the event, the higher the rate and amount of diffusion. The higher the rate and amount of diffusion, the less the proportion that has learned news from the press, and the higher the proportion that has learned it from personal communication. The higher the degree of importance, the larger the proportion that learned the news from personal communication. Personal communication in this paper refers to machine-mediated communication which can be done with the help of a mobile phone or a computer.

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Thus contagion theory in the context of diffusion implies that the behaviour of a crowd is an emergent property of the people coming together and not a property of the people themselves. It has the potential to bring masses together on a certain issue. This collective behavior by the members who align with a certain thought process influences individual members also. Gustave Le Bon explained how the crowd influenced the individuals dynamically within a group in a socio-psychological aspect.

Viral Messages and Emotion

The actions of individuals to fulfill their need and desires are governed by the motives they have to do a particular task (Papacharissi and Rubin, 2000). At the heart of action lies practices like exchange and dissemination of social information, news, stories, or knowledge learned from others. Interpersonal communication (IPC), a human physiological need, is seen as a motive to share and exchange news. Scholars argue that digital media is gradually replacing traditional media; however, communication motives may be the same regardless of the platform used. Studies have revealed that a high volume of content that is shared on social media networks is because of Altruistic motives, that is the member thinks that this content might be useful in some way for the other members also (Feinberg, Willer, Stellar, and Keltner, 2012; Kümpel et al., 2015). This act of sharing content with altruistic motives contributes to the reputation of the person sharing information and also builds trustworthy relationships and increases reciprocity (Fehr and Fischbacher, 2003). Further on this (Jenkins, Ford and Green, 2013) have said that shareability is possible when: “the content is available when and where audiences want it, Content is portable so that it is easy to be shared, easily reusable in a variety of formats, relevant to multiple audiences with heterogeneous backgrounds. Apart from this the other factors which make the content shareable are: a) its size, b) format of the content i.e. audio, video, graphics or text file; c) format of the video, which should be easily supported by different mobile devices phones ; d) status of the sender as perceived by other group members or that fraternity.

“To go viral” means “spread widely and rapidly”. According to Nahon and Hemsley (2013), Virality is a Social information flow process where many people simultaneously forward certain information or news item to different networks and in a short span of time this accelerates resulting in a very high number of people who become exposed to this message. It is quite difficult to know why certain songs, movies or video clips gain sudden and wide popularity and become viral. Research indicates that messages which have an emotional appeal tend to get viral faster. Berger says one motive for sharing is care for the other person. Jenkins, Ford, and Green (2013) argue that messages with relevant social values have the potential to become viral. Mills(2012) refers to the content of the message and says that messages which are stimulating or engaging in some emotional way” are liked. (Dobele et al., 2007) are also of the same opinion and have stated that strong emotions i.e. surprise, joy, sadness, anger, fear, and disgust are linked to virality. Researchers have also studied the surprise element in viral stories which captures the attention of group members in a network.

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Entertainment is the other motive for users to share content. According to Zillmann and Bryant (1994), entertainment is any act, situation or activity that generates pleasure and in the process gives rise to certain emotions. Scholars have argued that there is a difference between enjoying or browsing for entertainment (Papacharissi and Rubin, 2000) and the motives to share it. Entertainment can be seen as a bridge between these motives to share content and the very act of socializing and the subsequent formation of personal image. Emotional Contagion is also related to the motivation to entertain (Hatfield, Cacioppo, and Rapson, 1993). Guadagno, Rempala, Murphy, and Okdie (2013) say “When people watch Internet video clips, they may experience the same emotions as the people in the clips, and by forwarding that clip to the other members, they expect that the receiver/s will experience similar feelings and emotions”. Thus, this behavior of passing the video clips can be associated with altruistic or socializing motives.

Socialization through sharing maintains existing social bonds and also forms new bonds. It is also done to get social validation (Guadagno et al., 2013) through the content that we share. Scholz et al. (2017) argue that the need for self-expression and the creation of a self-image is an important motive to share information. High physiological arousal in viral messages is also a factor which comes into play when an individual decides to share a message. It refers to activating the nervous system in determining whether certain kinds of content should be shared or not (Berger, 2011). Nelson-Field, Riebe, and Newstead(2013) examined two emotional responses that determine whether the video will go viral or not: arousal and valence (positive vs. negative content). The authors found that high arousal emotions play a key role in the decision to share videos as compared to the amount valence in the message. Berger and Milkman (2012) found that content that evokes high arousal emotions such happiness, joy (positive emotion), anger or hatred (negative emotions) tends to be more viral.

Studies have also indicated the need of emotional gratification among the members of social media groups through some social rewards (Scholz et al., 2017) like recognition or higher status within the community. Tamir, Zaki and Mitchell (2015) indicate that the brain generates reward stimuli when sharing information, even if are no altruistic motives or no perceived usefulness for the recipients. Finally advocating and priming cognitively one’s own beliefs can also be a motivation to share content online. According to the theory of selective exposure and retention users look for news and videos that is consistent with their prior beliefs and convictions and are reluctant to accept messages that trigger cognitive dissonance (Festinger, 1962; Young and Anderson, 2017).

According to (Hatfield, et al., 1993), Emotional Contagion is the tendency to automatically mimic and synchronize expressions, vocalizations, postures, and movements with those of another person’s and, consequently, to converge emotionally. Emotional broadcaster theory (Harber and Cohen, 2005), is based on the idea that people who have experienced important events and situations feel the emotional need to share their experiences. Scholars have also agreed on the fact that viralization of content happens when content generates strong positive or negative emotions in individuals (Berger, 2011; Berger and Milkman, 2012; Heath, 1996).

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Videos eliciting positive emotions have a higher chance of being shared than those that do not generate any arousal at all. Videos triggering negative emotions also have a higher chance of being shared than those that do not generate any emotion. Therefore, it means that the amount of emotional intensity present in a news video will determine the possibility of it becoming viral.

When it comes to understanding people's motivations for media consumption one often overlooked aspect is audience availability and the amount of time the audience has for using the medium in the first place. For instance now audiences tend to use social media based on their availability rather than their preferences. They tend to see, read or hear and forward digital files at their convenience and as many times as they wish. The content is available 24 hours and is stored in multimedia push servers. It seems there is audience available for fake news also who derives certain gratifications from it by watching it, sharing it and commenting on it.

The Heuristic-Systematic Model and Thinking Pattern

In case of a big breaking news or a story of high magnitude like an election or airline crash, usually people look at different TV channels for different accounts of a story i.e. they are not exposed only to a single-media outlet (Napoli, 2001; Webster, 1986, Webster and Ksiazek 2012). In this age of social media, audiences have a wider array of sources and contents to choose from (Napoli, 2001; Webster, 1986), and most people gather different information which is also contradictory at times. Audiences process information when exposed to mediated messages such as the news and current affairs programs.

The Heuristic-Systematic Model (HSM) explains the two modes of processing by which social judgments can be made, the heuristic and systematic.

Heuristic processing involves the use of heuristic rules or mental shortcuts in judgments. This processing occurs when there is not enough motivation or the individuals lack sufficient cognitive resources. This limited processing leads to message evaluation using only a subset of information, or even a single cue, in order to form a judgment. On the other hand systematic processing denotes an analytic way of processing of information. In this form of comprehensive processing the audience is motivated to use their cognitive ability and capacity to evaluate messages. Judgments formed through systematic processing involve an in-depth treatment of all relevant information. The audience then responds to semantic message content. In systematic processing it is believed that people are less likely to be affected by factors not relevant to message content. An early reaction by the masses on fake news or viral videos through WhatsApp or other apps signifies the use of Heuristic-Systematic Model (HSM) among the masses.

Audience first attempts to reach a satisfactory confidence level about messages with the least effort (i.e., heuristic); if confidence is not reached, an in-depth effortful treatment (i.e., systematic) is invoked (Chen and Chaiken, 1999). The HSM can be applied to marketing campaigns which are seen as persuasive and can also be implemented with other non-persuasive content. Manipulated TV news beamed as

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fake news consists of both systematic cues and heuristic cues. The audience can carry out information processing through either heuristic or systematic processing or through both modes. For example, audiences can first try to heuristically process the news with simple cues (e.g., information sources). Scholars define credibility as an evaluation of objectivity within a story (Sundar, 2008). The credibility of an information source is considered to be a heuristic cue. Thus perceptions of credibility are especially important to heuristic information processing because credibility of the source is more salient for those who do not engage in effortful processing. This means that information sources are more likely to be influential when individuals are engaged in heuristic processing of a communicated message.

Echo chamber and filter bubble (Newman et al., 2017) are two concepts that describe a situation in which users relate only to people with same ideologies and values. Likewise, they only receive information that has been tailored to these values and preferences, both through their contacts and the social media apps they use to receive news and updates. Over a period of time what they receive through these apps is in sync with their ideology and doesn't challenge them intellectually. In contrast, people process face to face interpersonal communication more systematically and take it more seriously as compared to information shown through visual media and new media technologies which is processed heuristically. During heuristic processing the members of the society look at the source of the message and look for features to understand the message in a superficial manner. After processing the message they associate the previous messages and reproduce one complete idea which is quite similar to the gestalt way of thinking.

News Verification and Evaluation

They say news verification and cross checking is a must. Fact-checking is expensive proposition and at the same time it is demanding, complex and needs resources (Compton and Benedetti, 2010; Uscinski and Butler, 2013). As more news is consumed via social media platforms such as Facebook and whatsapp the question arises of the effect on trust and credibility. Ceron (2015) says that news consumption from reputed news websites is associated with higher trust while news from social media is associated with lower trust. On the other hand scholars have observed that people show greater trust in news associated with their immediate social circle (Turcotte et al., 2015). This immediate social circle constitutes of members where the degree of interpersonal trust is high and the frequency of interaction is high too. The use of social interaction to validate or authenticate news items is, rather relevant and significant. This is particularly salient in the context of social media where an increasing number of individuals now get their news from their close friends and relatives.

The information people are most likely to encounter in their daily lives is typically an interpretation of facts (of varying degrees of certainty) as well as other forms of evidence that, while credible, might not reach the standard of facts. Information that informs important decisions demands more evaluation than information that informs less important decisions. Social media users must practice due diligence in evaluating news. To achieve this every node or a participant in a network has to

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question the credibility of the source and message. Source in this context is not the member who has forwarded the message but the original creator/producer of the message

Rural Audience and Evaluation

Internal acts of authentication like doing introspection (self), analysing the news and the source are generally not done by the information-poor masses in rural, tribal and remote areas. One useful resource for dealing with the inaccurate news videos encountered in daily life is prior knowledge and experience. Existing understandings and prior experiences, when appropriately accessed, benefit critical evaluation. By consulting valid understandings people can interrogate incoming news to filter out misinformation and disinformation. This process of understanding based on prior experience and knowledge involves memory retrieval, reasoning, problem-solving, and behavioral decisions.

Therefore for the audiences and users of messaging app in rural and tribal areas external sources of authentication are also poor, unreliable and farfetched. Unlike information -rich urban audience for the same message they rely more on interpersonal communication and determine the credibility of the message by taking in their close ties. Moreover if the source /sender of the message happens to be an opinion leader then the message carries a very high degree of authenticity. The problem becomes complex when some opinion leaders pass the fake news to their followers in a manner in which makes it look genuine and legitimate.

Message credibility, a much debated topic is defined as “the extent to which an audience believes a message” (Roberts, 2010). In the context of news, the audience’s ability to effectively and accurately discern credible from unreliable information is important because misinformation can shape attitudes and lead to particular behaviours (Metzger et al., 2003). Thus, studies have also examined factors that affect people’s perceptions of message credibility.

Source credibility is a heuristic cue used in evaluating a message (Chen et al., 1999; Petty and Cacioppo, 1986). For instance the heuristic-systematic model (HSM) of information states that a message will be perceived as credible when the source is perceived as credible. Relying on a credible source lessens a user’s cognitive load in evaluating a particular message (Chen et al., 1999). This is particularly important in the context of social media where users are confronted by information overload. The speed of news dissemination on mobile and social networks can also reduce deliberation time which might also minimize the opportunity for critical evaluation of their authenticity. Journalism thrives on trust. Any news media ideally cannot flourish if they are perceived as not credible.

The role and importance of gatekeeper in media organizations has always been topic of debate. The Gate Keeping concept has also got lot of prominence in the scholarly world (Lewin, 1951; Shoemaker, Eichholz, Kim, and Wrigley, 2001) since the gatekeeper enjoys certain power to stop, change or manipulate the content being disseminated in mass media and now social media also. The Gatekeeper decides

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what information in what form should move to group or individual and what information should not. This traditional process ensures that the unwanted, sensitive and controversial information is not forwarded among other group members who may not have the capacity to cognitively process it in the right manner. The Network gate keeping theory proposed by (Barzilai-Nahon, 2008) suggests a dynamic and contextual interpretation of gate keeping, where gatekeepers change their roles depending on the stakeholder with whom they are interacting or the context in which they are situated in. A gatekeeper can him/herself be a gated in certain circumstances and vice versa. This dynamic setting may have social, political or other motives.

Conclusion

Fake news is a complex concept with multiple definitions. It is important to understand how the term fake news is being used in any given context. Fake news is a form of misinformation that is intentionally created to further a specific agenda (political, organizational, or commercial). Not much work has been done on the impact of fake news in India. Further deliberation in this area would also look at the role of gender in the dissemination of fake news.

If anything good has come from the recent furor over fake news, it is that fake news has highlighted the importance of making sure that the information we take in and, especially, the information we share is credible. Perhaps more than at any time in history, people are at least discussing the importance of evaluating information before allowing it to drive their decisions which significantly impact them.

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Implications of Social media usage in news production of Hindi mainstream media: Interview of News editors

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Abstract

Social media is being widely used as a news platform all over the world. Indian language media is also not untouched from its impact. Indian media has fully identified all the possibilities of social media in their professional activities and thus social media is playing a vital role in news production process. This study aims to find out how Hindi mainstream news media have incorporated social media into their news operations and how their news editors are dealing with the challenges occurring with the use of social media. This study has adopted a qualitative approach to analyse the usage of social media into the news production process of Hindi media organizations. Interview of five News editors from reputed Hindi media organizations have been conducted to know their opinion on the usage of social media in their organizations for professional purposes and what challenges they are facing. The study reveals that Hindi media organizations have successfully cope with the changes after the invasion of social media into newsrooms; social media is being heavily used in news gathering, sharing links of the story on various social media platforms to draw traffic for their news websites, and also getting the feedback of audiences spontaneously.

Keywords: Social Media, Indian Journalists, News Editors, News Production, Hindi media, newsrooms.

Introduction

The increasing number of social media users has forced the Indian mainstream media to adopt social media. Indian mainstream media has made their presence on social media by creating the official account of organization on a variety of social media platforms within last ten years to explore all the possibilities of social media for their benefits. A Hoot survey (2014)¹ suggests that about 68 percent of Indian journalists use Facebook as news source whereas 61 percent use Twitter for the same purpose. This study would give an insight how social media has become an integral part of the Indian newsrooms. It's very interesting to know how Hindi news media is incorporating social media into their journalistic works. Proper studies on the patterns of social media usage in news production by Hindi media organizations could reveal a lot about the shifts in the profession and about

This study aims to find out how Hindi mainstream news media have incorporated social media into their news operations and how their news editors are dealing with the challenges occurring with the use of social media

the emerging journalistic challenges and ethics. Against this backdrop, this paper explores the impact of social media on the news production process of Hindi media organizations.

Objectives of the study

The aim of this study is to find out the use of social media in news production process of Hindi mainstream news media i.e. how social media is affecting their newsroom operations and how editors of Hindi media organizations are dealing with ethical issues generated by social media.

This study attempts to

- Find out how social media is being used in news production of Hindi mainstream news media.
- Find out the changes in newsroom configuration due to social media.
- Analyse the purposes of using various social media platforms in journalistic works.
- Find out the challenges and ethical issues news editors are facing due to social media.
- Examine the guidelines and policies of Hindi mainstream news media to cope with social media challenges.
- Analyse the journalist-audience relationships in the era of social media.
- Analyse the social media appearance of news editors from reputed Hindi mainstream news media.

Concept of social media

According to Dewing (2010)², “*The term social media refers to the wide range of internet-based and mobile services that allow users to participate in online exchanges and contribute user-created content or join online communities*”. Kaplan and Haenlein (2010)³ define social media as “*a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content*”.

According to Holtz (2011), Social media are the online tools and practices people use to engage in conversation and collaboration (as cited in Gillis and Johnson, 2015)⁴ while according to Mayfield (2006), Social media is basically about human communication possessing characteristics of participation, openness, conversation, community, and connectedness (as cited in Veil, Buehner, and Palenchar, 2011)⁵.

There is a long dispute over who coined the term ‘Social media’. There are three contenders who claim to use the term ‘Social media’ first. According to Bercovici (2010)⁶, Tina Sharkey (CEO of babycenter.com), Ted Leonsis (former executive at AOL) and Darrell Berry (photographer/writer/researcher/strategists) are three claimants for the title of coining the term ‘Social media’. If believed on the written evidence, Darrell Berry might be given credit for coining the term. Berry (1995)⁷ wrote a paper on ‘Social Media Spaces’ where he argued, “*Virtual and real spaces may be integrated to form hybrid social media spaces enabling a fine-grained interaction of real and virtually-present participants, architectures and objects*”.

Social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content”.

Literature Review: Social media as a journalistic tool

A study by Newman (2009)⁸ has found that “*social media platforms are not replacing journalism, but they are creating an important extra layer of information and diverse opinion and are fundamentally changing the nature of breaking news*”. According to Hermida (2012)⁹, Social media is reshaping the journalism and journalists are normalizing social media tools to fit in with existing values. The similar views are expressed by Bloom, Cleary and North (2016)¹⁰ that Social media tools are used as an “add on” rather than as a replacement for traditional news dissemination. The journalists, who are avoiding social media, are feeling pressure within the industry to utilize social media in their professional works (Thomas, 2013)¹¹.

Researches on social media also spell out how the integration of UGCs (User Generated Contents) into news work helps and hinders the role of the journalist. Gathering content and finding story ideas from social media has become standard practices (Adornato, 2016)¹². Journalists are engaged in ‘social media news gathering’ for images, contacts and eyewitnesses across multiple platforms (Johnston, 2016)¹³.

According to Colistra, Buchman and Duvall (2016)¹⁴, UGCs are used regularly in nearly all U.S. TV stations and photos are used most often during news broadcasts. Lysak, Cremedas and Wolf (2012)¹⁵ find that a majority of TV newsrooms regularly post links of news stories on Facebook and Twitter; a majority of newsroom managers encourage their staff to have a social media presence to connect with viewers. Chorley and Mottershead (2016)¹⁶ find that official handles of news organisations are used primarily as promotional tools; organisations share a higher number of links to content in both tweets and retweets in order to disseminate content.

The above literature review suggests that Social media, as a news platform, is useful for both journalists and audiences. Unlike traditional media, only journalists have not the monopoly to broadcast news. Social media empowers audiences to share their local news and views. These user generated contents (UGCs) are often incorporated by journalists in their news stories. Here are the few examples how newsrooms are incorporating UGCs in their professional practices –

India Today
14 Jul at 4:38pm · 🌐

Take a look at Haji Ali Dargah in Mumbai on Saturday afternoon during the high tide.
#UserGeneratedContent
(Vidya)

OPENS IN MESSENGER
Haji Ali Dargah during high tide [SEND MESSAGE](#)

👍👍👍 2.4K 90 Comments · 616 Shares · 164K Views

👍 Like 💬 Comment ➦ Share

India Today
23 Jul at 8:11pm · 🌐

are no dignity in death? **Shivraj Singh**
Shan
ish Pal Singh)
#UserGeneratedContent
Videos: <http://bit.ly/IndiaTodaySocial>

1.6K 118 Comments · 283 Shares · 332K Views

Figure 1: Use of User Generated Contents by media organizations

The media organizations are trying to connect with ‘Digi-audiences’ in an innovative way to get more traffic referrals for their news websites. Journalists are provoking their audiences to comment on their posts either by asking about their opinion on a particular topic or by creating polls.

Various social media platforms provide an important feature – the hashtag (#). It helps journalists to find out what is being talked by people about a particular topic. It also shows the daily trends of news being discussed all over the world which helps the editors in decision making what stories should be covered (Newman, 2009¹⁷; Adornato, 2016¹⁸; Bloom et al., 2016¹⁹).

Despite all these advantages of social media, it’s a reality that verification of news or sources on social media has become difficult. Everything what is published on social media is not true. Journalists had to become ‘detective-like’ when verifying contents online (Johnston, 2016)²⁰. So, journalists should have to be cautious while using social media contents.

Research Design and Methodology

A qualitative approach has been adopted to meet the objectives of the study. The convenience sampling is used to select the editors from the reputed Hindi media organizations for the In-depth interview. It has been ensured that atleast one editor is selected from each stream of media i.e. print, broadcast and web media. Editors, selected for the study, are on the decision-making positions of their respective organizations. The interviews of news editors have been taken in between June 1, 2018 to June 15, 2018. The transcripts of the interviews were sent to the respective editors for review through E-mails.

Editors who participated in this study are:

Mukesh Sharma, Editor, BBC Hindi
Om Thanvi, Consulting Editor, Rajasthan Patrika Group
Vishnu Prakash Tripathi, Executive Editor, Dainik Jagran
Kamlesh Raghuvanshi, Online Editor, Dainik Jagran
Dayashankar Mishra, Digital Editor, Zee news (Hindi)

Analysis of Interviews

The interviews of all the five editors are analysed into following eight categories –
Social media influence on mainstream media

- Changes in news gathering and disseminating practices
- Changes in newsroom configuration
- Ethical issues and Challenges
- Social media Guidelines and Training Programmes

- Social media tools used in newsroom operations
- Journalist-audience relationships
- Editors' appearance on social media

Social media Influence on mainstream media's news production

The BBC (Hindi) Editor Sh. Mukesh Sharma admits the social media influences on news making process but he adds, "*We are not led by the social media but we are guided by the social media. We do not try to report the trends of social media but we try to analyze the content and add value to the trend i.e. something extra to the story*".

The Consulting Editor of Rajasthan Patrika, Sh. Om Thanvi concedes, "*Social media is affecting mainstream media substantially in its content generation and there should be no hesitation in accepting it*". It has become a new source of information and expression. Even news or articles published in mainstream media are shared, further spread through the Social Media. The canvas of mainstream media has become broader in that sense. Local newspapers are taking more interests in the international happenings because they have access to them easily due to social media.

The Executive Editor of Dainik Jagran, Sh. Vishnu Prakash Tripathi agrees with the impact of social media on the news production of print media, though he sees this impact in both positive and negative way. He says that earlier reporters had a frequent movement in the field and thus they had a close relation with their sources who gave them exclusive news occasionally but now newsmakers upload press releases on their social media account or just tweet in few lines instead of talking with media people; thus social media has reduced the scope of cross-questioning and journalists are now copying the news like stenographers from social media.

The Digital Editor of Dainik Jagran, Sh. Kamlesh Raghuvanshi sees the invasion of social media in a positive way. According to him, Social media has given as much convenience to the newsmakers as to the journalists. He accepts that readers are making trending topics on social media; print or broadcast editors do not have any control instead of following those trending topics but atleast journalists could get preliminary informations through social media.

The Digital Editor of Zee news (Hindi), Sh. Dayashankar Mishra says that social media has created its space in Indian newsrooms in the last five years and now has become an important desk in every newsroom. *After the arrival of social media, centres of information increased for the Newsroom. Now it is not necessary to have my reporter everywhere to know what is happening in the whole country.* According to him, the biggest strength of social media is its use as a promotional tool in newsrooms.

Changes in news gathering and disseminating practices due to social media

According to Sh. Mukesh, the news production has become circular in the age of social media. He says, "*It's like a circle where a journalist monitoring the content on social media, identifying leads for stories, covering it with some value addition and*

We are not led by the social media but we are guided by the social media. We do not try to report the trends of social media but we try to analyze the content and add value to the trend i.e. something extra to the story".

once the story is done then pushing back onto social media again". BBC uses almost all those social media platforms which are mostly used by Indian people for news consumption. Facebook, Twitter, Instagram and YouTube are most frequently used social media platforms for news gathering as well as for dissemination purposes.

Sh. Om Thanvi asserts that nowadays often news is generated in mainstream media through social media. Due to the presence of politicians, celebrities, official handles of governments, ministers, chief ministers, prime minister and president of the country; mainstream media is wandering around social media to smell the news. He explains, "*As soon as Sharmistha Mukherjee (daughter of former president Sh. Pranab Mukherjee) tweeted against his father's visit to RSS head-office; TV channels grabbed that news and broadcasted special packages on that. Newspapers have also quoted or paraphrased the tweets of Sharmistha Mukherjee in their news stories*". He discusses how Public Relation Officers (PROs) of different ministries are now tweeting the information on official handles instead of conducting a press conference, and how Journalists are picking up news from there.

Sh. Vishnu Tripathi accepts that newsroom feels a pressure if a story gets importance on social media. He says, "*The core-group who decides the priority of the news, feels pressure. Editorial team members again make changes in the news priority list. Related reporters are assigned the tasks to find out more information on viral content*". However, every viral story is not news; there is still gatekeeping in newspapers and editorial team has to make balance between the editors' choice and readers' choice. He adds further, "*Networking was not so much strong before; the news of rural and interior areas of Bihar used to take more than 2 days to arrive, but now the news is received immediately due to social media*".

Sh. Kamlesh Raghuvanshi says that Twitter is more used for breaking news as compared to Facebook, while Facebook is more used for the purpose of content promotion and dissemination. He also adds that Twitter can give initial informations or leads to the story but those two-liners are not sufficient for news-making; more information are required for value-addition to make a story and from here the journalists' work start now.

Sh. Dayashankar concedes that social media has become a big source of primary news for the media organizations. Zee news digital team mostly use Twitter, Facebook, Instagram and YouTube for disseminating purposes. Zee news has specially dedicated team for its official YouTube channel where they broadcast almost all the programmes of Zee news. Shift head decides which news to be posted on social media handles.

Changes in newsroom configuration

BBC Hindi has a social media team to monitor social media updates, identify stories on social media and to push content on social media. This team is responsible for all activities on social media. In BBC, the social media team is divided at three levels

social media has become a big source of primary news for the media organizations.

– one team for monitoring social media updates, second team for publishing the content on social media and third, to interact with audiences for engaging them with the organization’s social media handles.

Rajasthan Patrika has established a social media desk which works with collaboration of web desk of the newspaper. In Rajasthan Patrika, social media desk is an independent entity which monitors the social media content and informs the newsroom about the leads of the story. This desk is responsible for disseminating the content from web edition of the newspaper on social media. The ‘Social media head’ and Social media ‘desk Incharge’ posts are created here to handle all the activities on social media on behalf of organization.

In Dainik Jagran (Noida office), social media desk is a part of the digital team who reports to the online editor. Digital team uses Content Management System (CMS) to create content for web edition (jagran.com) of Dainik Jagran and those contents are further pushed on social media. Digital desk has been set up in the newsroom (Noida office) to work with the collaboration of print section. There is a Jagran New Media (Okhla office) venture of the organization, works as an independent entity, which is responsible for all the social media activities.

Zee news also has a dedicated social media team who monitor the social media for updates, inform the newsroom for leads of the stories and then push content on social media for disseminating the news. The social media desk deeply remains in touch with the Digital team. Zee news has created mainly two types of posts for social media desk – social media manager and social media assistant manager. The social media head reports to the Digital Product manager. Zee news has specially dedicated team for its official YouTube channel where they broadcast almost all the special programmes of Zee news and other videos. The Video Editor monitors the working of organization’s YouTube channel.

Ethical issues and Challenges

When asked about the ethical issues related to the social media, the BBC editor Sh. Mukesh remembers an incident occurred during Uttar Pradesh Assembly election-2017. There was fake news moving around on social media that BBC had done exit poll related to the election in which ‘X’ or ‘Y’ party was going to win. This was done to encash the credibility of BBC. The rumour was so strong that BBC had given clarification that they hadn’t done any exit poll. Due to such fake news people starts less believing on media organizations; not only BBC but other media organizations are fighting with fake news.

Here is the link of the story and screenshot of that fake news –

<https://www.bbc.com/hindi/india-39036431>

BBC-India
<http://www.bbc.com/hindi>

यूपी विधानसभा चुनाव 2017 के
रुझान

सीटें 403

FAKE

सपा-कांग्रेस	240
बीजेपी	85
बसपा	65
अन्य	13



अक्सर चुनाव के समय देखा जाता है कि लोग ये दुष्प्रचार करते हैं कि बीबीसी ने चुनाव सर्वेक्षण किया है और फर्क पाटी जीत रही है.

युधवार को भी ऐसा दुष्प्रचार किया गया. इसमें बताया गया कि उत्तरप्रदेश चुनाव-2017 को लेकर बीबीसी ने एक सर्वे किया है जबकि बीबीसी ने ऐसा कोई सर्वे नहीं किया था.

बीबीसी ये स्पष्ट करता चाहता है कि न तो बीबीसी चुनावी सर्वेक्षण करता है और न ही किसी एक पक्ष को और न किण गरा इतरपक्ष सर्वे को प्रकाशित ही करता है.

पुनाव ब्रॉडकास्ट को लेकर बीबीसी के संपादकीय दिशा निर्देश

पुनाव सर्वेक्षण को लेकर बीबीसी के संपादकीय दिशा निर्देश

He says, “*To escape from fake news, we still rely on reporters for news gathering and verification; discuss the issues with editorial team and then proceed for news making*”.

Talking on ethical issues, Sh. Om Thanvi says that authenticity of news is the biggest problem of social media; anyone anonymously can post false news, morphed pictures and edited videos to harass someone. Sh. Thanvi feels that social media is being used as a tool for spreading propaganda; private and public organizations, political parties and governments are involved in spreading manufactured “news” on social media. He gives an example of a viral video portraying a former chief minister Ashok Gehlot wrongly, “*We picked that viral video from social media and tried to verify the facts. We assigned the task to our local bureau who found that original video was deliberately edited by political rivals to defame the opponent*”. He doesn’t take social media seriously due to the frequent use of vulgar and abusive languages on social media and even life threats given on social media.

Talking on ethical issues, Sh. VishnuTripathi says that propaganda is increasing on social media now a days; news is being spreaded by cutting out the context. According to him, “many ‘Goebbels’ (Joseph Goebbels, Nazi Propaganda minister of the German Third Reich) have born on social media”. He discusses an incident in which Congress president said about a machine, converting potatoes into gold, in other context and the propagandist sitting on social media presented it in another context. He also looks worried of misusing social media for trolling purposes; trollers are pulling the leg of all those persons whose ideologies are different from them. He raises question about the purpose of using social media for making fun of the prominent personalities by calling them ‘fenku’ or ‘pappu’.

Sh. Kamlesh Raghuvanshi also looks worried of the Fake News on social media. He says that content and facts are verified through the reporters but to verify pictures and video become tedious. So, they use Google Reverse Image tool, YouTube and other tools to verify visuals viral on social media.

propaganda is increasing on social media now a days; news is being spreaded by cutting out the context.

According to Sh. Dayashankar Mishra, Social media is overloaded with fake news which is creating confusions among people as well as journalists. *“We do not publish any viral story until we get verified by our reporters”*. He says that social media informations can’t be a news itself; it can give leads for stories in which some detailed informations are added to make it a ‘news’.

Social media guidelines and Training Programmes

BBC has the formal social media policy to deal with Social media contents. Sh. Mukesh Sharma says, *“According to our social media policy we do not post anything which is not verified; if it is UGC, responsibility is more. We move to contact that person who posted UGC, ask relevant questions to that person, take written consents from him and then only we use the user generated contents. Even we don’t use social media pictures by just giving credit to the source until we have the permissions from source to use their pictures”*. BBC runs training programmes for employees to make them skilled in social media practices. Every newcomer has to go through those training programmes.

When asked about the social media guidelines in Dainik Jagran, the Editor says that the guidelines are already in place. They have already developed some guidelines during the starting phase of newspapers’ web edition but after the invasion of social media into newsroom, necessary changes have been made to cope with new challenges. He emphasizes that Social media content should not be considered the ultimate truth; they must be verified first. Dainik Jagaran keeps on running internal workshops and training programs continuously, employees are being trained according to the new circumstances time-to-time.

Sh. Dayashankar says that they have formal social media guidelines to deal with social media related issues. The newcomers have to attend one week induction programme in which they are communicated about the organization’s policies including social media guidelines.

Social media tools used in newsroom operations

The BBC team uses some social media tools like Spredfast for content management, community management and for social media marketing while CrowdTangle is helpful for them in analysing the data and form strategies for social media.

The social media desk of Rajasthan Patrika uses TweetDeck and CrowdTangle to get help in their professional activities. Google Analytics helps them in monitoring the organization’s website traffic.

The Jagran New Media team also uses CrowdTangle to view the Facebook page analytics and TweetDeck to monitor the multiple Twitter accounts simultaneously. Google Analytics is used to monitor the traffic of organization’s website. Jagran New Media team has started an experiment of using Google Question Hub for publisher (beta version).

Social media head of Zee news, Sh. Ashish Saket tells that they use TweetDeck for monitoring multiple twitter accounts and CrowdTangle for monitoring trends

Social media content should not be considered the ultimate truth; they must be verified first.

and viewing social media analytics. Google Analytics is helpful in monitoring and analysing the organization's website traffic.

Journalist-audience relationship

The BBC (Hindi) Editor agrees that direct communication with audiences has become possible due to social media. He affirms that social media helps to know what people are talking about. BBC Journalists respond to audiences on genuine concerns to make them feel that they are not talking to a machine but to someone who is listening to their feedback. The Editor says, *"If our audiences have suggested some new angle of the story and if we find it genuine then we do the story from that angle too. Thus audiences feel bonded with us and start trusting on our journalism"*.

The senior journalist Sh. Om Thanvi wonders how social media can create a bonding between Journalists and audiences while both are using social media for their own individual purposes. Promoting contents on social media and engaging audiences with those contents should not be considered as relationship between journalists and audiences.

The Editor of Dainik Jagran says that the number of letters-to-editors in his newspaper has decreased; journalists have a direct connection to their audiences through social media. He adds, *"Feedback and relationships are different things; Social media is not creating bonding between the audiences and journalists but is converting the audiences into either fans or trolls"*. However, he admits that social media is providing a platform for interactions between the two.

Sh. Dayashankar asserts, *"Now the audiences decide their relationships with a particular journalist on the basis of their personal ideologies"*. He further adds that an audience can become someone's follower and might get response by that particular journalist, but this can't be considered as a relationship between the two or a bonding between the two.

Editors' appearance on social media

Sh. Mukesh Sharma has accounts on Facebook and Twitter. He frequently uses WhatsApp too; official WhatsApp groups are there to circulate messages among employees. He questions how he can keep his personal identity separate from his professional identity while everyone knows that he is a journalist. He doesn't maintain separate profile for personal and professional purposes but he always ensures that views expressed on his social media account won't conflict with the policy of his media organization. He says, *"I should not be saying or writing anything on my social media profile which is against the policy of BBC; I must have to be balanced in my personal views otherwise people would start losing trust in my journalism"*.

Sh. Thanvi frequently uses Facebook, Twitter and WhatsApp. He tries to keep his social media accounts personal. He shares his personal views on various issues, shares pictures and videos occasionally. WhatsApp is used by him to connect with

"Feedback and relationships are different things; Social media is not creating bonding between the audiences and journalists but is converting the audiences into either fans or trolls"

family, friends and acquaintances of professional life. He frequently shares other writers' articles published in his newspaper.

Sh. Vishnu Prakash Tripathi used Facebook 3 or 4 years ago, but since then he is not active on Facebook. He explains the reason, "*There is no modesty and control on social media. People often use vulgar and abusive language to troll someone. I used to get disturbed due to such behaviours of people and thus my personal and professional life got affected. The second reason, I was addicted with the Facebook, so I decided to leave it*". However, he uses WhatsApp to remain in touch with family and friends as well as with people from his office. Dainik Jagran has created different WhatsApp groups at the reporters' level, state bureaus' level and national level to circulate messages among the staffs.

Sh. DayaShankar Mishra regularly uses Facebook and Twitter but he wants to keep his personal and professional life separated. He uses social media mainly for professional purposes; he seldom post personal life related contents on social media. He frequently shares his blog posts 'Dear Zindagi' on his social media accounts. WhatsApp is also used by him to remain in touch with official groups.

Interpretation and Discussions

This research study analyzed how Indian print and broadcast media are incorporating social media into newsroom operations and what changes have been done to newsroom organisation. The Interview analysis of senior editors shows that Indian mainstream media has fully embraced the social media in news production process. All editors have accepted that impact of social media can't be ignored now in journalistic works. Media organisations are striving to exploit all the possibilities of social media.

This study affirms the study of the Newman (2011)²¹ that shows the interplay between mainstream media and social media, "*The news itself may emerge via Twitter, but it is the mass media that pick it up and package it for a mass audience*". All the editors have accepted that they have to monitor social media what is trending and then they make their editorial decisions. The BBC Hindi Editor has said about the news cycle in the same context that news cycle has become circular i.e. getting leads for stories from social media and pushing back the links of stories on social media after value-addition.

This study also affirms the previous studies that Social media is being primarily used for news gathering, disseminating news and getting feedback from audiences (Hermida, 2012²²; Gillis and Johnson, 2015²³). According to the Editors, newsrooms are primarily using social media to draw traffic towards their news websites and to know readers' views. Social media has entered into each and every level of journalistic work; reporters as well as desk people are required to monitor social media for updates.

Social media desk has been established in the newsrooms that take care of all social media activities. Social media desk is working in collaboration with web edition of

Social media has entered into each and every level of journalistic work; reporters as well as desk people are required to monitor social media for updates.

the media organizations. Media organizations were already running the web editions before the invasion of social media into newsrooms; so they easily incorporated social media in newsroom operations.

Fake news is identified as a biggest challenge for journalists monitoring social media for news updates. Editors find it very disgusting of using vulgar and abusive language by trollers for harassing someone on social media. To cope with challenges generated by social media, mainstream news media has developed social media guidelines. Media organizations are also giving training to their staffs by conducting workshops and induction programmes.

Some social media tools like TweetDeck, CrowdTangle, HootSuite and Spredfast are being used for content and community management and viewing analytics. These tools are making journalistic works easier on social media.

Sh. Vishnu Tripathi and Sh. Om Thanvi feel disenchantment with social media because of online trolling and harassment. Sh. Tripathy has stopped to use Facebook 3-4 years ago and he is using WhatsApp only to remain in touch with official staffs, family and close friends. Sh. Thanvi doesn't take social media seriously; he uses social media mainly for personal purposes. Djerf-Pierre, Ghersetti, and Hedman (2016)²⁴ find in their study that journalists, who appear frequently in social media, are more likely to be exposed to net bullying and online harassment which causes some journalists feel disenchantment with social media in their professional and personal lives. Sh. Mukesh Sharma uses social media for both the personal and professional purposes but he remains careful that his views do not contradict with the policy of his organization otherwise people would not believe on his journalism. Sh. Dayashankar Mishra keeps his personal and professional life separated; he is using social media mainly for professional purposes. It is noticed that editors are frequently using WhatsApp to remain in touch with official groups, family and friends. WhatsApp is more private in nature as compared to other social media platforms which encourages editors to use it without the fear of losing their privacy.

Conclusion

It has been found that social media has achieved significant space in the newsrooms. Editors have accepted that social media has been blended into journalists' daily work. Editorial decisions are being affected by what is trending on social media. On the one side, social media is making journalistic works easier while on the other side, it is generating some challenges for journalists too.

The following conclusions have been withdrawn from the analysis of the interviews –

All the editors are agreed upon the impact of social media in newsroom operations of mainstream media. They accept the changing practices of news gathering and disseminating news due to the social media.

Minor or major changes have been done in newsrooms' configuration for handling social media activities. Social media desk has been established and skilled people are hired.

Some social media tools like TweetDeck, CrowdTangle, HootSuite and Spredfast are being used for content and community management and viewing analytics

Fake news is the biggest challenge for the journalists in the era of social media. Other issues related to the social media are trolling and propaganda.

Journalists are continuously being trained to cope with new challenges. Media organizations are regularly conducting workshops and training programmes for their staffs.

Editors are agreed that getting feedback from audiences has become easier and audiences can directly reach to the journalist but it can't be said that a bonding or relationship has been developed between the two due to social media.

TweetDeck, CrowdTangle, HootSuite and Spredfast are some social media tools being used in Indian newsrooms.

Editors are using various social media platforms for their personal and professional purposes. Most of the editors don't want to mix their personal and professional life on social media.

WhatsApp is popular among editors. They are frequently using WhatsApp for both the purposes - personal as well as professional. WhatsApp is being used for internal official chats in the newsrooms.

The above conclusions are widely useful for the studies of Indian newsrooms' working practices. Also, this study is helpful for media personnel to give an insight into the challenges created by social media and how to cope with it. This research study is limited to only Hindi media organizations; including the views of editors from other Indian languages would give a more clear perspective on the social media usage in Indian newsrooms.

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Exploring the state of Bengali Newspapers: Recent trends

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Abstract

The birth of language press in India, especially Bengal was a result of the spirit of freedom movement. Since inception Bengali newspapers have contributed to the public service of disseminating national and foreign news, dealt with contemporary social issues also have encouraged resistance against colonial rule. In later period, Bengali journalism witnessed commercial growth especially with the globalization of mass media. Business initiatives have become an integral part of Bengali journalism along with proper news presentation. The present study tries to find out the state and trends of Bengali language newspapers focusing on the style of presentation of different types of news, news writing style, editorial character and selection of news by doing a short comparative study of three leading Bengali dailies, namely Ananda Bazar Patrika, Ei Samay and Bartaman.

Key words: ABP, EiSamay, Bartaman, News, Trends

Introduction

The history of journalism in India found its roots in Bengal with the introduction of Hicky's Bengal Gazette in 1780. The objective was to reveal the corruptions of East India Company to the people of India. James Augustus Hicky did not even spare the then Governor General Hastings, which brought him punitive measures in return. That did not stop him from writing columns from inside the jail. Bengal got its first Bengali language newspaper *SamacharDarpan* on 23rd May of 1818 published by Serampore Missionaries whose primary objective along with other social issues was to propagate Christianity among Indians. Bengali language press always dedicated itself towards the cause of Indian society, fighting with superstitions, and raising voices against British rule. The renaissance period saw the birth of some notable vernacular language newspapers like; *SambadKaumudi*, patronized by the Raja Rammohun Roy, which tried to stop Bengal's most regressive ritual of sati, *SambadPrabhakar* (1831), established by Iswar Chandra Gupta was the first Bengali

Bengali language press always dedicated itself towards the cause of Indian society, fighting with superstitions, and raising voices against British rule. The renaissance period saw the birth of some notable vernacular language newspapers like; *sambadKaumudi*, patronized by the Raja Rammohun Roy, which tried to stop Bengal's most regressive ritual of sati,

daily newspaper. Other Bengali newspapers like *Som Prakash*, *Tattobodhini*, *Amrita Bazar Patrika* also struggled to bring uniformity in the Indian society by criticizing Bengal's deteriorating cultural values along with being vocal against the oppression of British government. These voices against British rule did not go well with the government. A big blow to language press came after Viceroy Lord Lytton enacted Vernacular Press Act in 1878. A pre-censorship of newspaper by the Britishers shook the base of the press freedom. Many newspapers including *Amrita Bazar Patrika* refused to pre-censor their newspaper before publishing.

The resistance to British rule became stronger in the late 19th century when fight for independence became the major aim of Bengali newspapers. *Yugantar* (1937), published by Sir Aurobindo Ghosh devoted itself to propagate swadeshi sentiment among citizens. Articles like 'The Truth About Revolution' and 'Welcome Unrest'¹ contained to establish the sense of patriotism among people of Bengal. "Bande Mataram followed a passive resistance and Aurobindo Ghosh proclaimed this to be the 'new path' to instrumentalize political action."² The content of most of the newspapers at that time was designed to infuse patriotic sentiment into the mind of the citizens. The language was lucid, sometimes even humorously critical of the British government. The *Amrita Bazar Patrika* was highly critical about the sufferings of the people working in the indigo plantations. After independence, the scenario changed completely. The role of Bengali Newspapers has become much more difficult and significant as it has to address the task of national development and nation-building. It has acquired a new dimension in both make-up and content. The scenario has completely changed in respect of publication and circulation.³

The first Press Commission and second Press Commissions recommended unbiased, and objective presentation of news, with more focus on developmental issues. The content of newspapers at that time, apart from the usual politics and sports, was devoted to developmental information. Many language newspapers began to focus on local and important news, which made language newspapers more acceptable to the common person with their reporting on agriculture, health and industry along with politics.

During the emergency, the press faced a drawback due to the censorship imposed by the then government. The freedom of the press was curbed and press (including radio and television) was forced to write in favor of the government. It was a time of media by the government, for the government.⁴ Although many newspapers stood against this censorship and published blank editorial as a sign of protest, most newspapers leaned towards publishing government friendly news. The basic reason for this shift was revenue for newspaper and being in the good books of the government. Commercialization of press has already been started with the emergence of advertising as a rising phenomenon and harbinger of profit for press. Most of the advertisements for newspapers were provided by government.⁵

During the emergency, the press faced a drawback due to the censorship imposed by the Indira Gandhi government. The freedom of the press was curbed and press (including radio and television) was forced to write in favor of the government. The scenario was no different from other parts of the country. Many newspapers turned pro-government, anti-government articles were destroyed and the citizens were served bulk of political news.

In Bengal, the scenario was no different from other parts of the country. Many newspapers turned pro-government, anti-government articles were destroyed and the citizens were served bulk of political news, ignoring other fields of news like sports, health, development etc. “Front pages and lead news were fed upon by these beats so that political information would receive an obvious backlash. Interestingly, this facilitated the popularity of BBC News in India especially Bengal, where readers often felt discouraged to read local dailies essentially publishing pro-government news items.”⁶ *Ananda Bazar Patrika* earlier had a pro-government stance. But later it raised voice against the gruesome politics of emergency. Few editors of rebel newspapers were arrested, like Barun Sengupta and Gourkishore Ghosh.

Globalization

In order to recognise the present trends in Bengali newspapers it is necessary to mention the ample growth Indian media has gone through due to globalization. Globalization is a result of the development in communication technologies. The Indian media industry underwent a sea of changes when the government of India got a new economic policy which encouraged privatization and liberalization of industries including media, which paved the way for the entry of global media conglomerates. The introduction of cable television and satellite channels furthered the process towards a standardised global content for Indian audience. The 24×7 news channels and the digitization of print media including vernacular ones hastened globalisation even further. Media became the common ground for battling out of economic and political agenda. Globalization restructured media house policy, news content presentation and marketing strategy. Some of the changes witnessed have been changes in institutionalized governance mechanism, such as in ABP group, along with diversification of activities the same media house is now engaging in both electronic and print media. Economic growth of Bengal print media escalated to as high as 980 crores, which includes 380 English newspapers in the state as well. The circulation of Bengali language newspapers also increased to a significant level. While in June 2015 total number of Bengali newspapers circulation was 27, 20,746, which in June 2016 increased to 29, 68,861.⁷

One of the reasons behind increase in readership is the growing literacy rate and also an interest of audience towards regional content. The sale of newspapers, especially in Bengal and in general in India has increased by 35.51 percent in the span of 2003-2007.

One of the reasons behind this increase in readership is the growing literacy rate and also an interest of audience towards regional content. The sale of newspapers, especially in Bengal and in general in India has increased by 35.51 percent in the span of 2003-2007. The top Bengali newspapers are mostly published from Kolkata and have editions in other cities of West Bengal. The leading *Ananda Bazar Patrika* has a readership of 15.6 million.⁸ According to a survey conducted by Indian Readership Survey (IRS) in 2017, 2.1 crores of people above the age 12 have read Bengali newspapers and overall this readership has risen to 110 million since 2014.⁵ “According to Jeffery, 2000, the three factors influenced the growth of print media between 1977 and 1999: rising literacy, increased availability of technology, and increased influence of capitalism.”⁹

The development in commercial sectors and the proliferation of competitive market made the newspaper a commodity like any other product. Newspapers in the hands of businessmen got a complete makeover and started to appear as a medium of propaganda. Monopoly over newspaper began the decaying of democracy and editorial freedom. Control of political parties added more fuel to the fire. Former Press Council Chairman, Justice G.N Roy mentioned in the lecture “Changing Trends of Indian Media” some negative trends that Indian press as well as Bengali press has adopted during the years after globalization and commercialization of news medium, such as; corporatisation of media, monopoly trends, malpractices and corruption, paid news, trial by media and inaccurate court reporting and most important degradation of the status of editor. There is no denying the fact that today a successful newspaper needs to balance economic interests and morality towards profession. However the reality is not the same. The profit motive of newspapers dominates over social responsibility. It is now “considered a saleable commodity like any other, and the same commercial practices and values are practised to capture the market. The emphasis is on design and sensational titles, obscenity and vulgarity”.¹⁰

Objective

The objective of this study is to find out the recent trends in Bengali newspapers.

Research Methodology

For this study a comparative analysis of three leading Bengali dailies has been undertaken. Three leading Bengali newspapers as per circulation are *Ananda Bazar Patrika* in the lead, followed by *Ei Samay* and finally *Bartaman*. The papers have been considered for one week (29th November to 5th December, 2018) using the Content Analysis method. The news items in the above mentioned newspapers have been categorised date wise as per importance given to the news by the newspapers.

Anandabazar Patrika

The AnandabazarPatrika contains an average of 18 pages which are distinguished in several section. The Front Page contains most important news items of that particular day. Other pages include Editorial Page, Rajya(state), Desh (country), ‘Bidesh’(international news), ‘Byabsa’ (business), Kolkata, Abokash’(relief) , Ananda plus (entertainment news and gossip), and ‘Khela’ (sports). The Saturday supplement ‘Patrika’ mostly contains features about fashion, lifestyle and well-being and Sunday supplement ‘Rabibasariya’ contains literary pieces, short story, and classified advertisements. News regarding the change of Kolkata mayor, Madhyamik Exam, Rathyatra, Attendance in Colleges, CBCS, Father burning daughter for not giving money to buy alcohol etc made their place in the pages. The ‘Desh’ or country page also dealt vastly with political news regarding national politics like elections in five states, farmer’s long march with few exception of scientific news

about the launching of new satellite by ISRO etc. International page was dedicated to political news about Bangladesh, USA, Pakistan etc. The entertainment page contained interviews of celebrities about their upcoming film, news about marriage of celebrities, reviews of film etc. The sports page focused on the men's Hockey World Cup mostly as Hockey World Cup was going on at that time, after that all the news about sports was about cricket, regional football, international football, women's sports in respective manner.

Ei Samay

The *Ei Samay* contains an average of 15 pages each day which are distributed in several sections, namely; the Front Page, which mostly focuses on issues related to politics but a significant number of other news related to social issues also found place, 'Eimuhurte' (right now) also contains similar news like front page, 'Byabsabanijyo' (Business), 'Eisohor' (city) contains news of local politics, education, social issues etc, 'Eiduniya' (international news) mostly contained international political news and a few human interest news, Editorial, 'Eidesh' (country) mostly contains national political news, 'Eirajya' (the state) contains significant amount of political news along with news related to social issues, culture, heritage etc, 'Onyosamay' (other time) contains entertainment, film, theatre news and interview if celebrities, film review, 'Khelarsamay' (game time) is the sports page which mostly contains news and features about cricket giving cricket most priority and hockey and international football and Sunday supplement 'Rabibaroyari' which mostly contains humorous features, literary features and an article sent by readers on any topic of his/her concern.

Bartaman

The *Bartaman* has an average of 17 pages on any given day which are divided according to categories of news presented namely; the Front Page which contains mostly political news and a few human interest stories, 'Rajyerkhabor' (news of state) contains news about politics, education and few social issues 'Kolkatasohortali' (city and mofussil) contains news related to social issues like problems in school, pollution and mosquito, murder, accident etc, 'Desh o Bidesherkhabor' (national and international news), in Fridays there is a special page 'Lekhapora' dedicated to news and information on education and on Wednesdays a special page 'Chashabad' included for agricultural information, Editorial Page, and 'Khelarkhabor' (sports news) contains news and features on cricket, regional football and international football.

Comparative analysis of news contents

The present study focuses on the strategy of news selection, page design according to news value, and style of presentation of different types of news. The content of the

three newspapers has been taken for seven days and divided into several categories for analysis in order to find out the trends.

Trends in Social issues

Issues related to basic necessities of a person like; water, food, employment, children, women, education etc. are considered under social issues.

Ananda Bazar Patrika shows that it contained 10 news related to social issues out of 27 on the front page. As the front page is the most important part of a newspaper, these issues are given immense importance by the newspaper. Issues like girls becoming mother at a minor age, old fashioned herbal treatment for cancer patient, corruption in crop insurance, people dying after drinking poisonous alcohol and most importantly a series of news about the victims of dowry and its negative impact on society. The editorial page contained editorial and columns of eminent columnists and columns sent by readers discussing in detail about certain issues of concern. Out of seven days there is 4 editorials related to issues concerning society, such as '*Path Dekhiyalao*' (see your way) is about stealing of attendance register by students in Jaipuria college, '*Prakritapaniya*' (real water) , discusses about the problems and politics behind the compensation given to the victim who died drinking distilled alcohol, '*Protirodheragun*' (fire of protest), discusses the concern related to the march of farmers, who sells their vegetables and grains at very low price. Earlier they used to commit suicide, now they are protesting; if their become political then there would be gain in politicising their matter and , '*Osavabik*'(unnatural) discusses about the controversy regarding breast feeding in a Kolkata shopping mall. The editorial criticises the notion of seeing women body as only a part of sexual intimacy and not as mere body parts. The columns that discusses social issues are; '*Onyopourusherkhoje*' (in search of a different masculinity), the column discusses the mission and vision of Rabindranath Tagore regarding education and the foundation of *Kalabhavan*, where he invoked nature and made it a part of the teaching system which many would think feminine and '*Arokoto Path Hatletobe*' (how long path yet to cross), the column discusses about the real anxiety of farmers which cannot be ignored by falsified political gain. The actual suffering, loss of lives, water crisis, control of middleman everything should be considered, mere using their plight for political relief would do no good to them. The reader columns related to social issues are; '*Dureithaknaoderprithibi*' (let their world be different), is about the death of a USA citizen in Andaman, '*Daikisudhudaktar Der*' (is the duty pertains only to doctors?) the letter sent by a reader talks about the concern on the part of the patients and citizens too. It is not always right to hold responsible doctors for everything and reader column: '*britisherboinishiddho kore british*' (British bans book of a British) is an account of J.T Sanderland, who after visiting India wrote several books regarding the cause of Indian famine and others which were banned by East India Company in India. The inside pages named 'state', 'rajya', 'kolkata' mostly contained political news with the few exception of social news. News about

madhyamik exam, attendance in colleges, CBCS, Father burning daughter for not giving money to buy alcohol etc. made their place in the pages.

Ei Samay contained 11 news related to social issues in the front page, such as; poisonous alcohol, murder of a lawyer in new town, bungalow scam, dry eye disease, Facebook group collecting 21 lakh to build school in remote areas of Purulia, SonaliBendre inspiring cancer survivors, and problem of arsenic in vegetables. There are three editorials on social issues likely; 1) '*Jibandayi*' (lifesaving) discusses about the harassment of passers-by who try to help accident victims on road by police, and also suggests new rules concerning that matter, 2) '*sankat*' focuses on the real plight of farmers that most of the time being ignored by political parties. A mere relief from loan and minimal increase in the cost of vegetable would not bring any fruit in the future. Long term solutions like elimination of middleman, hassle free import and export and forming agriculture based industry would do well in the long run, 3) '*udbeg*' (anxiety) commented on the problem related to CBCS system in Kolkata colleges and lack of attendance. The columns concerning social issues are; 1) '*No you are not welcome*', it is about the death of an American in the Andaman. The column talks about the vulnerability and originality some parts of nature has, The next column is about the book 2) '*kake bole betarnatya*' (what is radio drama) where the columnist reviews the book in detail commenting on the part which differentiates a stage drama from a radio drama, 3) '*adolescence, minor mothers*', concentrates on the plight of minor mothers and the government's attention to the cause. Though there are some regulations and projects, the study focuses on the dismal condition of India where 26.8 percent girls got married before the age of eighteen, and 4) '*What homes will the returned women make within loneliness*' concentrated on the fact of the returned girls who were being trafficked. The focus on the part of the government's mostly on rescuing them but the concentration their rehabilitation is minimal. The other pages namely "eimuhurte", 'Eidesh', 'eisohor' 'eirajya, and 'eidunia' contains significant amount of news related to social issues like breast feeding controversy in Kolkata shopping mall, victim of domestic violence continues her study, decreasing amount of birds in Harisinghapur etc.

In *Bartaman*, there are 10 news out of 29 news related to social issues in the front pages of seven days which dealt with topics like; Shantipur poisonous alcohol death, new rules for due traffic fine, 11 lakh candidates will sit for 957 posts of Food Inspector, flat Rs. 10 minimum fare for east west metro, 6500 upper primary teacher recruitment in state, students' chaos at south city college, Father and daughter die of train accident and others. The editorial page contains one editorial and one column each day except Wednesday there is no column instead '*Protikar chai*' (I want solution) where readers talks about their problem relating to ambulance service, and claims against services of other organizations etc. the editorials that depicted social problems are; 1) '*poruyadertandobjothesoudbegerbisoy*' (student agitation is a matter of enough anxiety) discusses the recent uproar in Kolkata colleges regarding lack of attendance, 2) '*colleges should be stricter regarding attendance*' focuses on

the problem of students' unfair agitation over their lack of attendance and blaming colleges for that. The other pages contains social news like news English books for children of class 1-4 in order to reduce pressure, transgender students' success in getting more scholarship etc.

Trends in Political news

Most of the news in the newspapers is about politics. The trends in the three newspapers presented are discussed below:

Ananda Bazar Patrika contained twelve news items in front page related to politics. They are; photograph of Singur march of Left front, Adityanath Yogi's comments on Lord Hanuman's caste, photographs of farmers protesting at Sangsadmarg, 'temple! Food is first priority', Sharing same stage, campaign regarding NOTA in Rajasthan, photograph of Kolkata mayor's office, internal conflict in Political Parties, CBI women bodyguard for Anubrata, conflict among CBI, new mayor Firhad won accurate number of votes. The inside pages mostly contained political news about national and international politics. The editorials related to politics are; 1) '*Asolproshno*' (the real question) discusses the conflict regarding the growth of GDP and central government's utmost concern to make changes of the statistics. It also suggested the focus on employment should be the first concern of the government. 2) 'honusandhan' (search for hanuman (an Indian God)) discusses the recent comments of some leaders regarding the caste of Lord Hanuman. 3) 'varosha' (hope) discusses about the recent votes in several states..4) 'dondomulakshikhatantro' (rival educationism) talks about the recent state of education institutes in West Bengal, where students are more keen on showing power and strength than learning. The columns related to politics are; 1) 'ekaebongkoyekon' (alone and some others) focuses on the 'extra' factors i.e. minority votes. 2) 'susthoganatantrertane?' (In search of a healthy democracy?), the article discusses about Dalits and Hindutva. 3) 'kamred, nabajuganlena?' (Comrade did not bring renaissance?) In the column, the columnist talks about left front government's ignorance towards science. 4) 'Ram bonamrafale' (Ram vs. Rafale) the columnist discusses about Ram temple and the rafale deal.

Ei Samay contained 14 political news stories on the front page. They are; West Bengal Chief Minister assembly at Purulia, a Minister's refused to attend Pakistan's invitation to SAARC meeting, another news about selling land, Supreme Court fierce by the suspension of CBI director, 'Farmers are on the street, city becomes static', Hint of collaboration at Farmer's march, Singur march, Death of George W Bush senior, USA president Ignores Putin, farmer walked 52km in crutch to attend long march, 2 dead including police in Bulandsahr violence, different opinion of Partha and Sonali regarding attendance in colleges, illegal business of sand, crime bureau to be more active, procession of Left Front and all IndiaMajlish-e- IttehadulMuslimin. The other pages as well contains many political news about the details of Farmers'

march, RathYatra, etc. The editorials related to political issues are: 1) '*orajnoitik*' (apolitical) discusses that a government should only concern with RBI's work when there is any political crisis. 2) '*Vastab*' (reality) focuses on façade nature of peace talks of the leader of India and Pakistan and Pakistan's repeated attack on India. 3) '*najardari*' (surveillance) discusses China's authoritative stance by discussing the setting up of camera in eco-friendly taxis. The columns related to politics are: 1) interview of NandiniSundar, Professor of sociology, Delhi University about the problems of Maoists and a path to make peace with them. 2) '*why did Left Front Lose after five decades?*' discusses the Brazils new Prime Minister's selection.

Bartaman contained 12-13 political news on the front pages for seven days. They are: "Black money is being used in elections after demonetisation", says retired election commissioner, another story on terrorism, CM's Purulia meeting, 'change Delhi', Pakistan PM refused to bear the sins of Hafiz Saied, 'Imran does not want to stop terrorism in Pakistan', claims Pakistani journalist, 'Will drive away illegal immigrants from country', comments in Keshiyari, Firhad wins by majority votes to be the next mayor, orders to arrest administrators who are related to sand corruption. The news in the inside page mostly contained regional and local political news. The editorials that dealt with politics are: 1) '*tantuj, manushajakhnadorsho*' (showing path), discusses about renovation of the companies like IPCL, Coal India and decentralising the shares to private firms and success in profiting from government owned firms like *tantujand manjusha*. 2). '*khoveragune chai hokcholaivati*' (let the distilled alcohol businesses be stopped), focuses on the deaths caused by poisonous alcohol. 3) '*durjonercholnoiki?*' (Deception of the wicked?), Discusses about Pakistan's PM and his peace talk with India. 4) 'vote politics in petrol and diesel'. 5) '*nirbachonekalo taka*' talks about black money. The columns related to politics are: 1) '*vote samikkharvrantodignirdesh*' (vague results of exit poll), discusses the results and reliability of exit poll which might be vague and half true based on the fact that exit-poll is not cost effective, and formed within limited period of time which might confuse the citizens. 2) '*ancholikraneetibonam Modi, nirnayakkintupanchrajyo*' (regional politics versus Modi, five states would define the path), discusses the possibilities of BJP's winning in five states. 3) '*Parties should dare to include cleanliness as election strategy*' discusses the need to consider cleanliness as part of election campaign.

Trends in Sports News

Sports news is an important part of any newspaper. Bengali newspapers contain two pages full of sports news. The study of the three newspaper reveals that in Bengali newspapers cricket is given the most important place. The exception is that when there is any world tournament going on, be it World Cup Cricket, World Cup Football, or World Cup Hockey, these newspapers temporarily focus on these games along with news about cricket. The seven day study shows that *AnandabazarPatrika* covered news mostly on international and domestic cricket along men's Hockey

World Cup. The news about domestic football, international club football also found place in the pages. There is very few amount of news related to other sports and sports of women. The women t20 world cup did not find enough place in the newspaper. Features about sports, greenroom gossip and interview of ex-sportsmen found enough place in the newspaper. Women's sports are only highlighted when there is any controversy. Such as the controversy in women's cricket regarding MitaliRaj's suspension. But a few other women who made it to the newspaper are P.V. Sindhu, SainaNehwal and a small amount of others like Mouma, Swapna Barman etc. The *Ei Samay* covered the news about Men's Hockey World Cup giving utmost importance in that week. It also presented a surmountable amount of news about cricket and international football as well. The women's sports again found very small place (only two news) about the controversy in women's cricket and the selection of Mouma and Sutirtha in World Sports Awards. *The Bartaman* mostly covered news related to international cricket, domestic cricket, international football and regional football and a small amount of news about hockey. There is no news related to women's sports found in the seven days period.

Trends in Entertainment news

AnandabazarPatrika's 'ananda plus, *Ei Samay's* 'OnyoSamay' and *Bartaman's* 'Binodan', all the three page of three newspapers are devoted to entertainment news of Bollywood and Tollywood. It mostly contained information about upcoming films, interview of celebrities, gossip etc. sometimes entertainment news also made it to the front page, such as the marriage of Priyanka Chopra and Nick Jonas were presented in front page in all the three newspaper with *Ei Samay* giving detailed news along photographs.

Presentation of news

Presentation of news defines a newspaper's character. Some newspapers follow the orthodox tradition of news writing and presentation following the inverted pyramid style based on five W and 1H, while other try to present news in a more lucid way. For example the intro about Bulandshahr violence was reported differently by the three newspapers.

All the news revealed that the presentation of *Bartaman* is still traditional. Most of the intros/lead of news stories contains long paragraphs, easy language and no surprises. *Ei Samay* and *Anandabazar*, both opt for experimental style of news reporting. Though *Ei Samay's* intros are modern it basically gives the idea about the news. *Anandabazar* on the other hand, sometimes starts leads with question, sometimes leave audience guessing and sometimes with quotes.

Editorial Character

Editorial character defines the stance and policy a newspaper house possess and the newspaper reflects that in its choice of news and angle of presentation. The editorial mainly focuses on the policy directly, but selection of other news, their focus, writing angle also counts for editorial policy in a broader spectrum.

A study of the editorials and columns of *Bartaman* shows that it covers maximum amount of news focusing on the works of West Bengal government. In case of Ananda Bazar Patrika, many news, columns and editorials found in the seven days period were mostly critical. The selection of news also differs from other newspapers. When the other newspapers reported farmer's march on the front page, it goes with Kolkata's former mayor Shovan Chattopadhyay's personal controversy. There is also significant amount of columns concerning social issues. Most of the news in front page and other pages are about the state Government, but it also reported on farmers' march and other news of importance. The editorials mostly reflect criticism.

Findings

Political news and articles get the most importance in all the three newspapers just like any Indian newspaper. The state, local, international and city pages are filled with a good amount of political news. However it has been noticed that news relate to social awareness find more importance in *AnandabazarPatrika* and *Ei Samay* in comparison to *Bartaman* as they are numerically higher and space given implies that such issues have some significance in the editorial policy. The newspapers contain all forms of news, but there is very small numbers of news related to development and education. *Anandabazar Patrika* has a supplement 'Prastuti', which contains articles related to employment, information about subjects and rules regarding various courses. The *Bartaman*, has a page 'Lekhapora' dedicated to articles about school children. *EiSamay* contains nothing of that sort. Both *AnandabazarPatrika* and *Ei Samay* dedicate one page in a week for art and culture named 'Kolkatarkarcha' and 'Kalkattewali'. In respect to communication with readers (feedback space) *AnandabazarPatrika* tops all the three newspapers. It contains 'letters to the editor' section seven days a week. *Anandabazar* frequently tries to connect with readers. It publishes a column on different contributions by readers almost every day. *Ei Samay's* Letters to the editor comes once a week on every Monday. The *Bartaman* publishes letters of reader on various issues on Wednesday.

Conclusion

Even though the study has limitations of time and content, however it may be safely assumed that required information was derived to determine the present trends in these three highest circulated newspapers of Bengal. The above discussion reflects

that there are very slight differences in style and presentation when it comes to coverage in all three newspapers.

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Language Journalism for National Development: A study of two Districts of West Bengal

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Abstract

Language is the most substantial unifying force among the divergent people and newspaper works as a catalyst for development of any race or civilization. Journalism that gyrates around a specific language is called language journalism. It is confined within a particular region. Language journalism is essentially for educating and informing people, and in many instances to develop their socio-cultural pursuance. Language journalism also provides a boost to spread the language itself and it has played a distinct role in the evolution of economic and political life in India for anticipated positive change in society. Experiences from yesteryears affirm that newspapers are proficient to engender a better spread of available information, capacious arousal of popular interest, motivation and dynamicity for development. Wilbur Schramm(1964)¹ observed “A rural newspaper, especially a small language newspaper published from district town is one of the great movers of national development”. Whereas Nora C. Quebral(1973)² points out “Development requires effective vertical and horizontal flow of information within a country and full communication to and from, as well as within and away from the village”. The language press is at the helm of popularizing the advantageous effects of various developmental projects started at local, provincial and national levels. Neyazi suggests that, “by adopting technological innovation and being sensitive to local cultural values, Hindi newspapers have been able to provide hybrid content to their readers. Such hybrid content is sensitive to the vernacular realm of Hindi publics while incorporating a modern outlook and values.”³. Hence, it could be said that regional journalism, at this stage, attempted to give the opportunity to the avant-gardes to create a leeway for progressive and intellectual discourse which disseminated the nationalistic urge in the minds of the educated Indians. Another significant contribution of the regional language press is the development of simplified

language for common people. It goes without saying that such work has developed sophisticated and intricate analytic tools in order to describe the form and content of the news, and has produced detailed and frequently astute readings of the products of journalism.⁴ It was newspaper which certified the languages to the level of common mass in numerous regional languages including Hindi, Marathi, Bengali and Telugu. They are the most far-reaching issuance among the masses of our country which makes them 'key' of any strategy at grass root level for national development. "The small and medium newspapers, particularly regional newspapers with low circulation and operating in remote rural areas are facing acute financial crisis and their survival is at stake because of rapid spreading of wings by big newspapers covering large number of cities and districts."⁵ Miserably, language press did not do well over-time because of limited circulation and the paucity of advertisements to suit them. Hence the Indian policymakers have consistently aborted to consider the influence and power of language journalism but the clout of these publications should not be undervalued.

Objectives

- This paper analyzes the trends and challenges of the capacity of language journalism as a medium of development in India.
- It also recognizes the importance of language in successful communication and highlights the contingency of the language journalism in today's India.

Research Methodology

- **Universe of the Study:** The universe of our study is the state of West Bengal, specifically two districts i.e., Hooghly and Purba-Burdwan.
- **Population and Sampling:** This study is done by conducting survey sampling of 320 people, 160 people from each district.
- **Tools for Data Collection:** In this study the researchers have used survey questionnaire containing both open ended and close ended questions for gathering data both quantitative and qualitative.

Key-words: Language Journalism, Communication, Development, Rural Society, Information Society, People's Participation, Public Sphere.

Introduction

Communication is the most essential and a critical activity that all human beings perform, for social and grassroots development. Regarding this Okunna(2002)⁶ opines that communication and development are entwined so closely that development seems impossible without communication. This rational relationship between communication and development has offered ascend to specialized field of communication, and it is called Development Communication.⁷ Therefore, in a

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country like India, journalism is professed to be the spirit of the communication procedure between the society and its people.

Provincial as well as nationwide development is an outcome of organized communication action and it is not possible without Language journalism. According to Wright⁸ and Dominick⁹, local language newspapers of regional dialect are the primitive tools of communication since the advent of newspapers and have always played a vital role of mass communicator. Primarily newspapers were introduced to provide necessary societal communication to heterogeneous audience, but now-a-days they step further and regulate the lives of people and also influence their opinion. Hence it is clear that they acquire more power than other (comparatively new) medium of communication.¹⁰ Wilbur Schramm (1964) also pointed them out as “the great movers of national development”. Hence, the Language Press could be claimed to be at the helm of popularizing the effects of variegated activities at each level inhabited by social being.

Re-assigning information among common folk could be done through varied approaches in journalism considering the freedom of press, for instance ‘Citizen Journalism’ and ‘local language journalism’ etc. Language Journalism tends to enhance the participation of common people which provides provision to develop participatory democracy. It is considered that democratic societies have two centers of information viz. primarily, information and documentations pertaining to administration and secondly, information and documentations acquired through mass communication channels.¹¹ The latter source of information is achievable only by the way of freedom of expression and press, hence they are contemplated to be a fundamental element of democracy and development. Language Press is chiefly endowed with the work of informing people about the essentialness of taking initiatives to solve the problem. In this way it will earn an opportunity for developmental projects.

Statement of the Problem

Mass media has always been by the side of the political and socio-cultural development of West Bengal, it has always taken account of each and every incident in these sectors, yet they remained unsuccessful in effectively communicating and mobilizing the illiterate, poor, and rural population. Ergo, the grassroots feel marginalized. This is because, when we talk of national security, development of both urban and rural society is kept in mind. Besides the rural sector is the ‘food and resource basket’ of the nation and “poverty anywhere is a danger to prosperity everywhere, and prosperity anywhere must be shared everywhere.”¹² The traditional practice of dissemination of messages encouraged participatory approach of communication which was absorbed within the existing culture and it gradually helped to produce developmental thought and new ideology from within the same culture. Thus, the deep rooted history of language journalism is considered as an efficient tool for grassroots mobilization and participatory development, moreover it promotes the global paradigm shift of bottom-up approach of development and glocalisation.¹³

Objectives

- This paper analyzes if Language Journalism can be used as an effective tool for national development in India.
- To determine if Language Journalism can be strategically used to reach the rural populace.
- To ascertain the possible hindrances to effective utilization of Language Journalism in successful communication.
- To highlight the contingency of Language Journalism in today's India.
- To determine the policies/projects that can be implemented to boost the use of Language Journalism in West Bengal.

Research Questions

The following are the research question for this study:

1. Can Language Journalism be used as an effective tool for national development?
2. What are the Language Journalism tools should be used for grassroots development in West Bengal?
3. How can Language Journalism be used strategically to reach the rural populace in the West Bengal?
4. Are there any hindrances to effective utilization of Language Journalism?
5. Are there policies or projects that can be implemented to boost the use of Language Journalism media in achieving grassroots mobilization and development in the West Bengal?

Hypothesis

- Language Journalism has been successful as a medium of communication, information, education and entertainment.
- It can bring some positive change in our society by informing people and can develop public opinion.
- It can be used as a tool for block or community level development and therefore the development of our nation will not be a far-fetched story.

Significance of the Study

The significance of the study cannot be exaggerated. It is significant in the following ways:

1. This will enable the agencies concerned with development to know how powerful Language Journalism can be as effective rural development tool that can be used for winning and sustaining the trust, confidence, support and co-operation for any grass root policy, plan or project.
2. This study will bring forth the importance of language journalism as veritable tool that can be used to successfully execute their project and programmes at the grass root level. This knowledge will equally help them (development partners/agencies) to appreciate the importance people attach to their culture and language, especially, the peculiar dialect of a particular area. This will further help them to select the right channel, right people and make adequate budget that will enable whatever programme or project targeted at the rural populace to record immeasurable success.
3. This study will serve as reference materials for further studies by the researchers and scholar. In case, there are areas or issues that are perceived not to be treated in detail or comprehensively, the study will help to elicit curiosity, capable of inciting research interest in this area.

Theoretical Framework

The beginning of the Indian Press comprised of weak efforts by a few Anglo-Indians. The first newspaper in India was the Bengal Gazette, also known as the Calcutta General Advertiser, which appeared on 29 January 1780 and was edited by James Augustus Hickey.¹⁴ Hickey's Bengal Gazette pioneered the trend in India but the first Indian attempts were two weeklies, one in English and another in Bengali, both inspired by Raja Ram Mohan.^{15,16}

By 1823, there were three weeklies in Bengali, three in Persian and one in Gujarati published by Indians. From such small beginnings the Indian language journalism developed slowly and steadily and came to exercise an important influence on Indian affairs.^{17,18} The most powerful English paper in Bengal next to The Amrit Bazar Patrika was The Bengalee. From January 1, 1879, Surendranath Banerji took over its editorship. By 1876, there were about 62 papers controlled by Indians in Bombay Presidency- Marathi, Gujarati, Hindusthani and Persian; about sixty in the North-west Provinces, Oudh and Central Provinces; some twenty-eight in Bengal; about Nineteen in Madras, Tamil, Telugu, Malayalam and Hindusthani.¹⁹

Presently, at a time when newspapers across the globe are dying, India's Rs 30,000 Crore (\$4.48 billion) print media industry is set to grow by 8% annually for the next three years.^{20,21} Vernacular or local language print media has grown at 10-12% in scale 2017, according to a report by India Ratings and Research,²² a credit ratings agency and a unit of Fitch Ratings. Vernacular newspapers and magazines will "overshadow the English print media, which is likely to continue facing headwinds from the growing acceptance of digital media content" (India Ratings and Research,

Vernacular newspapers and magazines will overshadow the English print media.

March 14, 2016). The growth for rural areas jumped from about 45% in 1991 to 69% in 2011, according to the latest Census of India.²³

The Role of Language Journalism in Development: The press acts as the fourth estate in a democracy, has a greater responsibility to play a constructive role.

1. It is an instrument of education, contributing to the development of human resources and capital in promoting economic growth.
2. It is a multiplier in the communication process, spreading information widely and rapidly which will aid national development. As people depend on newspapers for their day-to-day information needs, newspapers should act to inform and educate people on social issues.
3. The socially responsible press helps the citizens to be well informed on issues of immediate concern to them. Moreover, the degree of media attention given to social development issues leads people to believe that these issues are important.
4. The media help in the emergence of public opinion and in building up of images through news reporting, expressing views, informing the public and thereby facilitating public discussion on issues of wider concern. The theory of social responsibility says the media should play an important role to define issues and set the public agenda. Therefore, the press should assume the role of agenda setter in a society. Lippmann (1922),²⁴ who first observed this function in the 1920s, pointed out that the public reacts not to actual events, but to the pictures in our head. The effect of agenda-setting is epitomized in the famous Cohen's²⁵ quote that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about".
5. The press has a responsibility to support the government's efforts to provide basic needs to people as envisaged in Millennium Development Goals or Five Year Plans. Although the press can play a significant role in publicizing issues by giving an in-depth view on issues like women, environment, poverty, the quality of development journalism can be enhanced if the newspapers take it very seriously. Project Chattera, Udayavani's experiment in development journalism in Karnataka, Navodaya community newsletter in Andhra Pradesh is an eye opener to other newspapers in the country.
6. At this stage, regional journalism sought to give the avant-garde the opportunity to create a wiggle room for progressive and intellectual discourse that promulgated the nationalist urge in the minds of the Indians.

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Challenges of Language Journalism

Maduakoin (2013)²⁶ notes that while Publication of Indian newspapers in regional languages has many prospects; they possess a challenge because not all the Indian languages can actually have newspaper or magazine publications.

Salawuin²⁷ identifies colonization as one of the challenges of indigenous languages in India. In most developing countries, communication in indigenous languages has been adversely affected due to colonization of such countries. For instance, English is India's official language and the major medium of communication; therefore, regional languages are not highly esteemed. This attitude is a major problem confronting regional language journalism. The few regional language newspapers that exist are critically suffered from low awareness and patronage.

Regional language journalism therefore also suffers financially. Negation of Indian regional newspapers is not only from the public. For instance advertisement executives in the establishments are not always enthusiastic about canvassing for advertisement for these media. Dare(1990)²⁸ notes that there is only a small audience for the regional language newspapers, they are produced for the most part on a weekly basis and as a consequence, they are not self-sustaining, they are held to constitute a drain on resources. Dare observes that little effort from both the government and countrymen is needed to develop them and broaden their appeal.

Government Policies

During the mid of 20th century when multiple countries started a liberated journey after 2nd World War, they opted to formulate their own policies for the development of their nation but the control of mass media was still under the UNESCO which allowed "only 10 copies of daily newspapers, five radio receivers, two television sets and two cinema seats for every 100 of country's inhabitant."²⁹

Ever since the beginning of segmented 5year plan structure of development, the government chalked out the role and duties of media in the process of development. Besides the media was also used for conveying messages from the policy makers to the policy gainers (top-down pattern of communication) as "the media were expected to provide communication support and inform the general masses about the objectives, targets and benefits of the plans." This was just the beginning, where, media also earned a thought of development at every five year plan that took place in the following years. "In the second five year plan, publicity through the mass media was planned. Third five year plan proposed to intensify existing communication systems to take the message of the plan and development to the masses. In the recent years, the development of new communication technologies is encouraged and supported by all governments, corporate and private sectors to accelerate the pace of development and change."

Language journalism was once implanted in India for spreading news and information at a faster pace.

Language journalism was once implanted in India for spreading news and information at a faster pace and with wider reach for the use of colloquial regional language. This research is an initiative to point out the importance of language journalism. The researchers are trying to disseminate the idea of using language press to re-establish the colloquial regional language press system in the contemporary society. In doing so, the researchers found Development Communication Theory and Social Responsibility theory most suitable as both are intrinsically linked with the ground level rural people of the nation. The Development Communication Theory defines a very strategically designed structure of communication whereas; the Social Responsibility Theory chalks out the role of media in developing the society.

Development Communication Theory: Development Communication or Development Support Communication (DSC), as the name implies, is a holistic communication effort, approach or action designed to mobilize a people towards active participation in programmes aimed at achieving improved physical, socio-cultural, political and economic environments for the benefit of man in society. It is the use of all forms of communication in reporting, publicizing and promotion of development at all levels of a society.³⁰

Earlier Quebral³¹ cited in Okunna and defined development communication as the art and science of human communication applied to the speedy transformation of a country and the mass of its people. The views of development communication scholars show that it emphasizes self-reliance, participation and ability to learn.^{32,33,34} On the other hand 'The World Bank' defines development communication as Development communication is the integration of strategic communication in development projects. Strategic communication is a powerful tool that can improve the chances of success of development projects.³⁵ There is a preference in the new development communication model for horizontal instead of vertical information flow and a promotion of traditional and interpersonal media with attention on the people's culture, beliefs, attitudes and needs. G. Coldevwrote that development communication is the systematic utilization of appropriate communication channels and techniques to increase the people's participation in development and to inform motivate and train the rural population, mainly at grassroots level.³⁶ For Servaes(1999)³⁷, development communication is definitely alive and kicking and can be described as a dialectical process of social change involving struggles for capital accumulation, social mobilization, cultural integration and political legitimization.

Social Responsibility Theory: The Social Responsibility Theory constructed in 1947 by the Commission of Freedom of the Press, a private organization financed by magazine publisher Henry Luce.³⁸ According to this theory, although the press had a right to criticize the government and other institutions, it also had a responsibility to preserve democracy by properly informing the public and by responding to society's interests and needs.^{39,40}

The Social Responsibility Theory has a wide range of applications since it covers

Strategic communication is a powerful tool that can improve the chances of success of development projects.

several kinds of private print media and public institutions on broadcasting, which are answerable through various kinds of democratic procedure to the society. Thus the theory has to reconcile independence with obligation to society.⁴¹ It can be seen that the Social Responsibility Theory has to try to reconcile three divergent principals: of individual freedom, of media freedom and of media obligation to society. There can be no single way of resolving the potential inconsistencies but the theory has favoured two main kinds of solution. One is the development of public and the other is the development of professionalism as a means of achieving higher standards of performance, while maintaining self-regulation by the media themselves.⁴²

Research Design

In carrying out this research, the researcher has employed descriptive research procedure. This procedure is used because descriptive research gives a picture of a situation and it serves as a basis for most researches in assessing the situation as a prerequisite for drawing conclusion.^{43,44} Descriptive research also involves collecting data in order to test hypotheses or ensure questions covering the study.^{45,46,47} The method applied in this research is the survey method. This method made use of primary and secondary data to elicit the necessary information required for this.^{48,49}

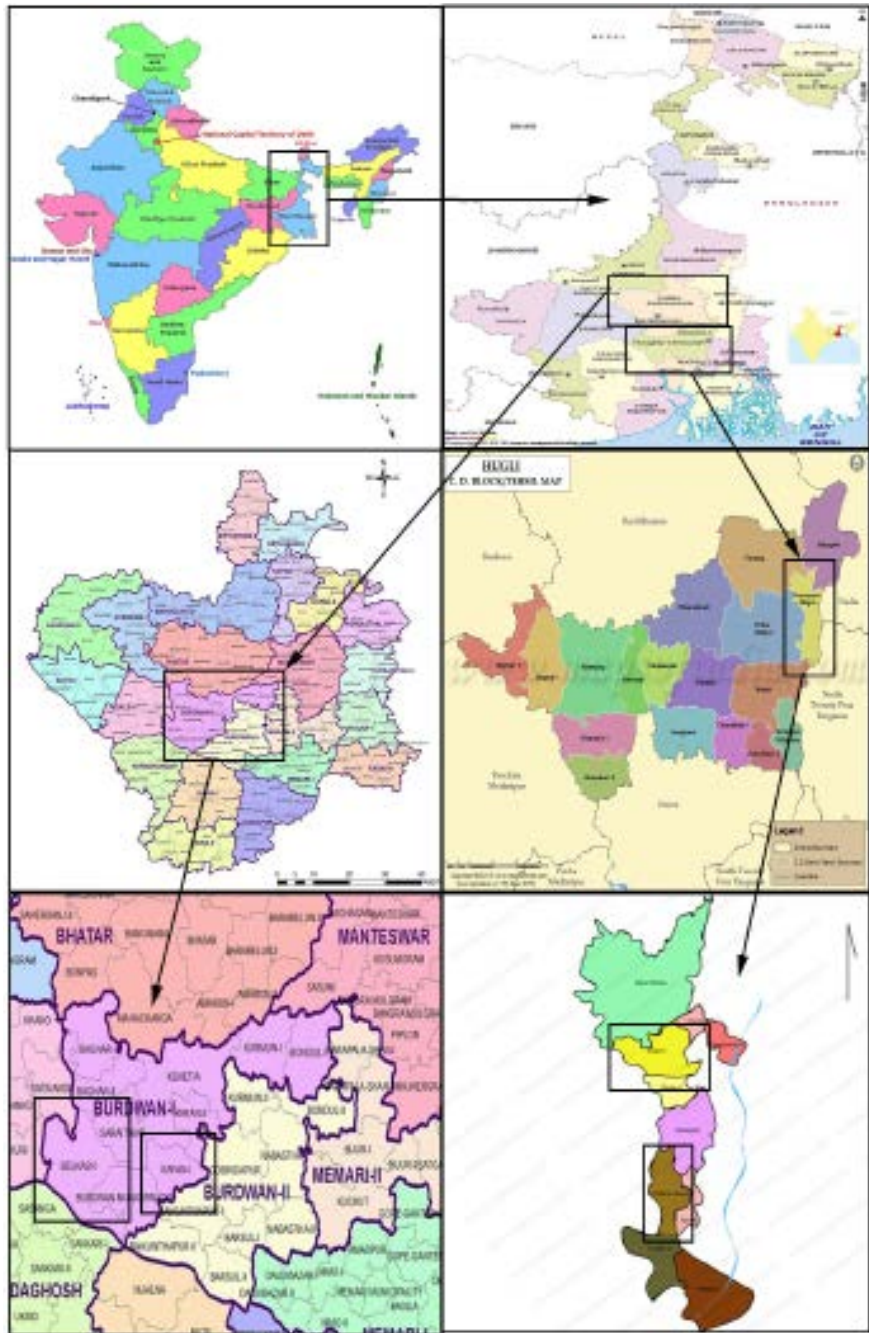
The Universe of the Study: The universe of our study is the state of West Bengal, specifically two districts that are Hooghly and Purba-Burdwan.

Sources of Data: Both primary and secondary data were considered pertinent in solving the research problems.

Primary Sources: The researcher used questionnaire to obtain a lot of information from the respondents. Questions were formulated to generate relevant information to the study.^{50,51}

Secondary Source: Relevant information was also obtained from textbooks, journals, magazines and other published and unpublished works on the subject matter.^{52,53}

Population of the Study: The population of this research comprises of two districts of West Bengal selected randomly. There are twenty-three (23) districts in West Bengal.⁵⁴ In the first stage, from twenty-three, two districts namely Purba-Burdwan and Hooghly have been selected randomly. In the second stage, one block was randomly selected from each district. Burdwan-1 Block from Burdwan District and Chinsurah-Mogra Block from Hooghly District have been selected for the present study. In the third stage, from each block two Gram Panchayets have been selected randomly. Two Gram Panchayats from each block i.e. four (4) Gram Panchayets in all, were selected. Belkash and Rayan-1 Gram Panchayats from Burdwan-1 block and Mogra-1 and Debanandapur Gram Panchayats from Chinsurah-Mogra block have been selected. From each Gram Panchayat 80 members were selected.



Source: <https://www.google.co.in>.

Sample Size: It was not possible to study the entire population because of time and financial constraints. The researcher therefore determined the sample size from the population. The researchers have randomly selected and visited the respondents

and surveyed them by person. To determine the sample size, the researchers have taken 80 respondents from each Gram Panchayat purposively which they could survey within a week (for each Gram Panchayat). With this outcome, the researcher surveyed 320 people from four Gram for easy administration.

Sampling: This study is done by conducting survey sampling of 320 people, 160 people from each district and 80 from each Gram Panchayat. Having obtained a sample size of 320 respondents, efforts were made to ensure proportionate representation based on the sample size. Having decided the sample to be drawn from each of the districts, the research instruments were allocated based on judgmental proportionate representation, where 160 copies of the questionnaire were allotted to each district respectively.

Validity and Reliability of the Research Instrument: Validity of a research instrument refers to the extent to which the instrument measures what it is supposed to measure test, and the concept of reliability refers to the degree of consistency of results obtained.^{55,56,57} The researcher used the test-retest technique to estimate the reliability of the questionnaire. By selecting four respondents each, who had filled the questionnaire and giving them another questionnaire to fill, it was discovered that their responses showed an appreciable degree of consistency. For the validity, the research instruments were validated by the experts and a data analyst.

Tools for Data Collection: In this study the researchers have used survey questionnaire containing both open ended and close ended questions for gathering data both quantitative and qualitative⁵⁸ and also interviewed some of the experts of this field to get some expert's point of view.

Instruments Administration: The administration of both the questionnaire and oral interview were carried out from 15th August, 2018 to 20th September, 2018. Structured questionnaires and interview schedule were administered to the respondents through the direct contact approach. The purpose of this approach was to reduce the incidence of biased responses and unwillingness on the part of the respondents, as they were persuaded for compliance. Thus, the respondents were made to know the purpose of the study and encouraged to respond to questions frankly and completely.

Data Analysis: Given the array of data generated, quantitative and qualitative analytical techniques were used. These include tables, percentages, frequencies and charts.

Problems Encountered in the Field: The problems encountered in the field include the poor state of roads infrastructure in areas, the high illiteracy rate and some dialects are barrier in the rural areas which necessitated the engagement of interpreters at additional costs, the field work was carried out during the rainy season which sometimes necessitated rescheduling of movement which impeded progress, and reluctance and apathy on the part of some respondents. However, these challenges

and problems were not sufficient to adversely affect the results of the findings.

Data Presentation, Analysis and Interpretation

To analyze the data collected, the study sought to determine and establish the uses and impact of Language Journalism as effective tool for national development in India, with a particular focus on West Bengal.

Presentation of Data: Data collected in the course of this study is presented descriptively using tables, percentages and charts.

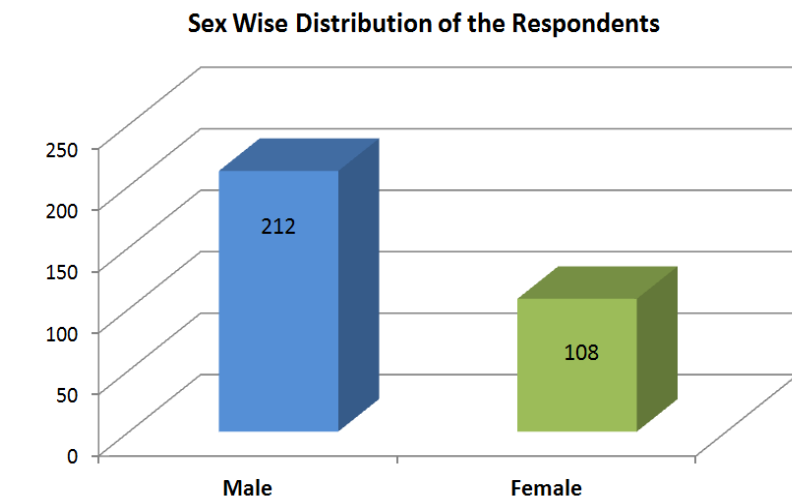
Sex: The respondents were distributed by their sex. Considering the pattern of the respondents, the sex of the respondents is divided into two categories, and these are: 'Male' and 'Female'. The distribution of the respondents into these categories is shown in the 'Table 1'.

Table – 1
Sex Wise Distribution of the Respondents

SL. No.	Particulars	Frequency	Percentage (%)
1.	Male	212	66.25
2.	Female	108	33.75
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 1



From the above data (Table - 1) we can see that the number of male respondents is way higher than the female respondents. Where the male are numbered 212 the female are numbered only 108 (n = 320). Thus we can say that the survey area we selected got almost 2:1 male female ratio.

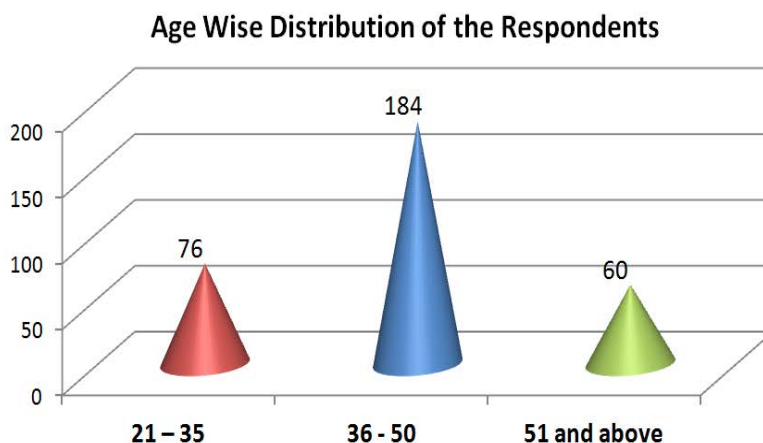
Age: Age is an important characteristic to understand respondent's views on specific problem and it also indicate the maturity level of the individuals; hence age becomes an important characteristic to examine for the research. Considering the pattern of the respondents, the age of the respondents is divided into three categories, and these are: '21-35', '36-50' and '51 and above'. The distribution of the respondents into these categories is shown in the 'Table 2'.

Table – 2
AgeWise Distribution of the Respondents

Sl. No.	Particulars	Frequency	Percentage (%)
1.	21 – 35	76	23.75
2.	36 - 50	184	57.50
3.	51 and above	60	18.75
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 2



From the above data (Table - 2) we can see that the age group of 21-35 is numbered 76 (23.75 %), 36-50 is numbered 184 (57.50 %) and at last 50 and above is numbered 60 (18.75 %). Thus it is clear that this area has bright future and should have a prosperous growth in case of development.

Marital Status: Marriage is one of the utmost significant social institutions. Marriage is an important social phenomenon which is instrumental in the establishment of family in a legitimate manner. The marital status of the respondents has been classified into five categories namely: 'Married', 'Single', 'Widowed', and 'Divorced' or 'Separated'. The distribution of respondents is shown in 'Table 3'.

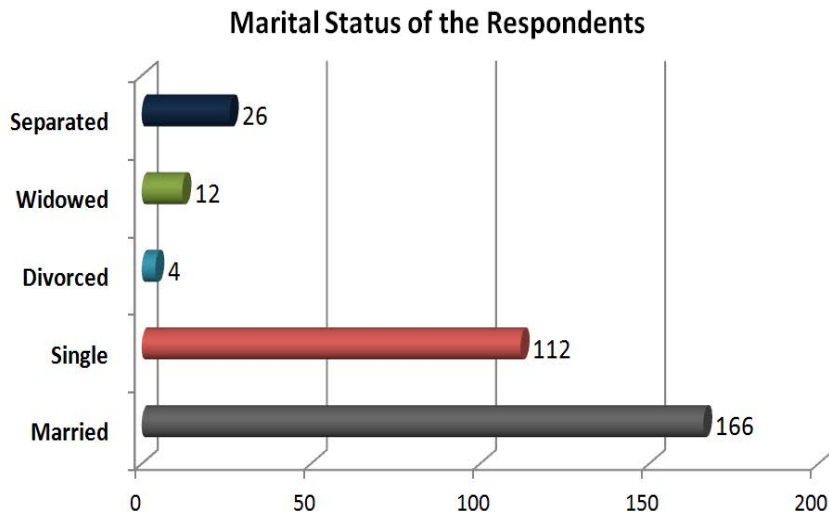
Table – 3
Marital Status of the Respondents

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Married	166	51.87
2.	Single	112	35.00
3.	Divorced	04	1.25
4.	Widowed	12	3.75
5.	Separated	26	8.12
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

From the above data (Table - 3) shows that the most of the respondents 166 (51.87%) were married. 112 (35.00%) were single and only 12 (3.75%) were widow. There were only 4 (1.25%) divorced respondents found and 26 (8.12%) were separated. Thus it is seen that majority of the respondents were married.

Figure – 3



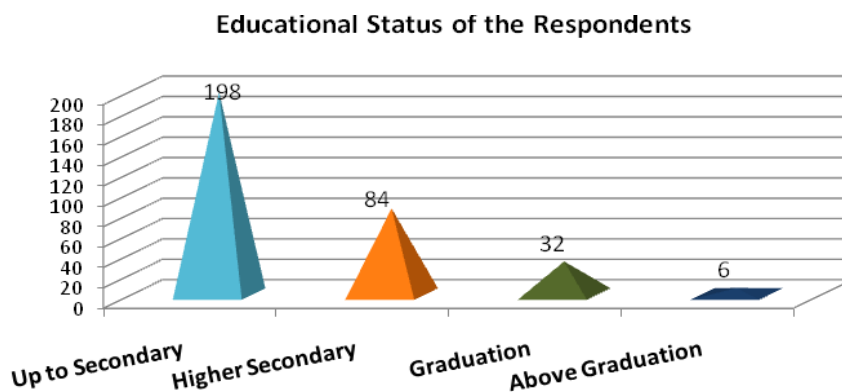
Educational Qualification: Education is one of the most essential factors that enriches a person's attitudes and the way of looking and accepting any specific social situation. Education can be viewed as including all communications of knowledge and shaping of values; in this sense it is synonymous with socialization. The education of a person is very important and rather a determining for the understanding a person. The level of education of the respondents is analysed by putting them into four categories and they are: Up to Secondary, Higher Secondary, Graduation and above Graduation. Distribution of respondents bearing eight categories of educational qualification is shown below in 'Table 4'

Table – 4
Educational Status of the Respondents

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Up to Secondary	198	61.87
2.	Higher Secondary	84	26.25
3.	Graduation	32	10.00
4.	Above Graduation	06	1.87
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 4



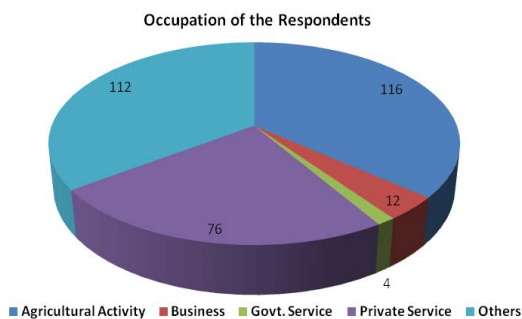
From the above data (Table - 4) shows that the most of the respondents 198 (61.87 %) has read 'Up to Secondary', 84 (26.25 %) has gone up to 'Higher Secondary', 32 (10.00 %) has completed 'Graduation' and last but not the least only 6 (1.87 %) has done or doing 'above Graduation'. However, it can be concluded by above findings that a large number of the respondents have come under the shade of education but they were still far away from the higher education.

Occupation: Respondent's occupation portrays an attitude on their personality. The quality of livelihood is also resolute by an individual occupation and the income originates from their job. Occupation of an individual also socialized her in a particular manner, which in turn reflects her shape of behaviors and their level of understanding of specific spectacle. In other words, a person's solution to a problem is defined by the type of their occupation, hence, the occupation was investigated by the researcher. The occupational status of the respondents has been analysed by classifying them into five categories, namely: AgriculturalActivity, Business, Govt. Service, Private Service and others. The distribution of the occupation of the respondents is shown in 'Table 5'.

Table – 5
Occupation of the Respondents

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Agricultural Activity	116	36.25
2.	Business	12	3.75
3.	Govt. Service	04	1.25
4.	Private Service	76	23.75
5.	Others	112	35.00
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 5

The 'Table 5' shows that the most of the respondents 116 (36.25 %) counted for this study do Agricultural Activity as they have land to cultivate, the next major respondents 112 (35.00 %) do some Other work because of their low skill and low rate of employee generation. Then 76 (23.75 %) respondents do Private Service, 12 (3.75 %) do business and only 4 (1.25 %) do Government Service as they are quite educated.

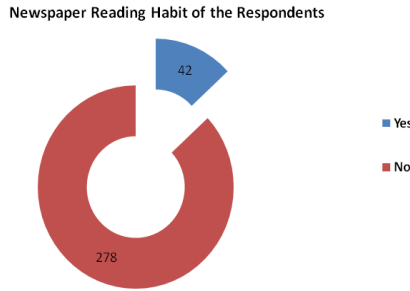
Newspaper Reading Habit: Here the researchers have tried to analyse the Newspaper reading habits and exposure of the respondents to Newspaper.

Table – 6
Newspaper Reading Habit of the Respondents

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Yes	42	13.125
2.	No	278	86.875
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 6



The ‘Table 6’ shows that the most of the respondents i.e. 278 (86.875 %) do not read newspaper while most of them watch television. Some of the respondents i.e. only 42 (13.125 %) read newspaper and among the respondents who read newspaper, most of them read ‘Anandabazar Patrika’, ‘Bartaman’, ‘Ajkal’ etc. Only a very few read regional newspaper.

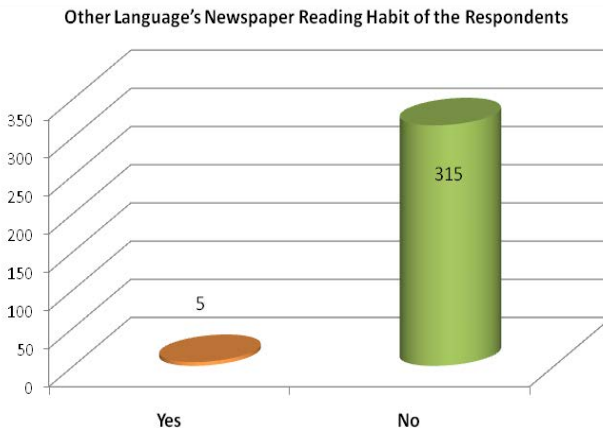
Other Language’s Newspaper Reading Habit: Here the researchers have tried to analyse the other language’s Newspaper reading habits and exposure of the respondents to read Newspaper.

Table – 7
Other Language’s Newspaper Reading Habit of the Respondents

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Yes	05	1.56
2.	No	315	98.43
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 7



From the above data (Table - 7) shows that the most of respondents 315 (98.43 %) do not read other language's Newspaper while only 5 (1.56 %) respondents read other language's Newspaper and 4 of them read 'The Telegraph' and only 1 respondent reads 'The Statesman'.

The Section of Content: Here the researchers have tried to analyse the respondent's reading habits according to the content of the newspaper and exposure of the respondents to the content of the newspaper. The Section of Content read by the respondents has been analysed by classifying them into eight categories, namely: Political, Economic, Educational, Sports, International, Regional and Government Advertisement and Private Advertisement. The distribution of the occupation of the respondents is shown in 'Table 8'.

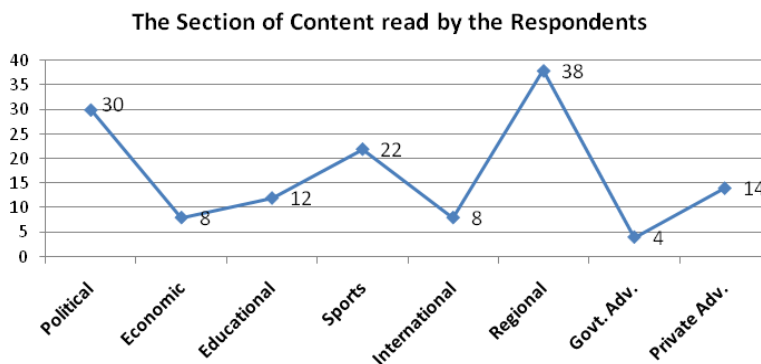
Table – 8
The Section of Content read by the Respondents

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Political	30	9.375
2.	Economic	08	2.50
3.	Educational	12	3.75
4.	Sports	22	6.875
5.	International	08	2.50
6.	Regional	38	11.875
7.	Government Advertisement	04	1.25
8.	Private Advertisement	14	4.375
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Note: Some respondents have selected more than one option. This table is drawn on the respondents who read the newspaper and the number is 42.

Figure – 8



The 'Table 8' shows that the most of the respondents i.e. 38 (11.875 %) read regional news because they want to know about their own whereabouts. The next major respondents 30 (9.375 %) read political news as they like to know about the political state of their region and the state. Then 22 (6.875 %) people like to read sports news, 14 (4.375 %) people read Private Advertisement as they are looking for private jobs and are jobless, 12 (3.75 %) people read educational news as they are somehow linked with the education system, 8 (2.50 %) people read economic and international news and only 4 (1.25 %) people read Government Advertisement as they are looking for Government jobs.

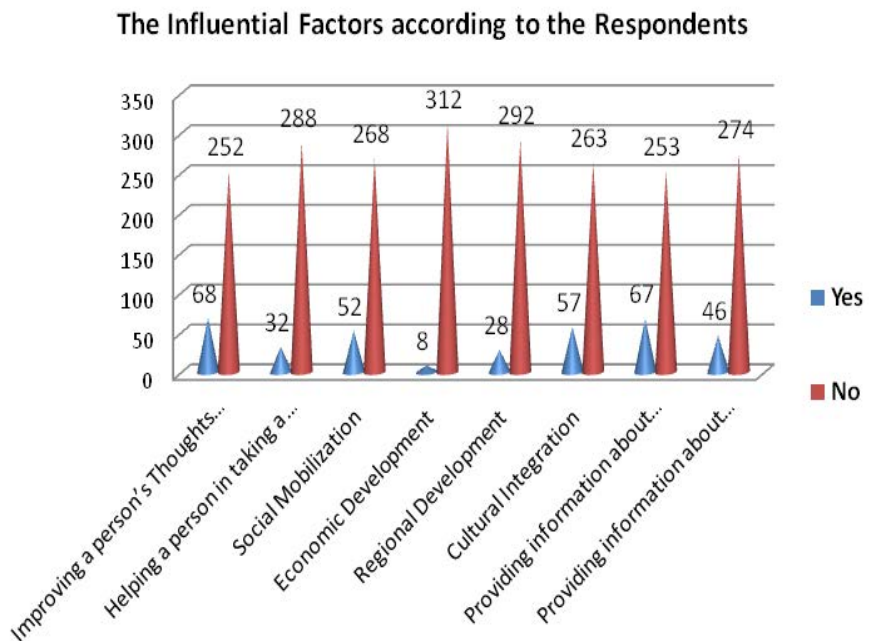
Influential Factors: Here in this section we put some factors of National Development and asked the respondents whether they are really influential or not. The in details answer given by the respondents are given bellow.

Table – 9
The Influential Factors according to the Respondents

Sl. No.	Particulars	Frequency		Percentage (%)	
		Yes	No	Yes	No
1.	Improving a person's Thoughts and Beliefs	68	252	21.25	78.75
2.	Helping a person in taking a political decision	32	288	10.00	90.00
3.	Social Mobilization	52	268	16.25	83.75
4.	Economic Development	08	312	2.50	97.50
5.	Regional Development	28	292	8.75	91.25
6.	Cultural Integration	57	263	17.81	82.19
7.	Providing information about Government Schemes	67	253	20.93	79.07
8.	Providing information about Employee Generation	46	274	14.375	85.625
Total Sample		320		100	

Source: Data Collected through Field Survey: August, 2018.

Figure – 9



The 'Table 9' describes perceptions of the respondents on some developmental factors which can be benefitted by the use of Language Journalism. On the first factor that is 'Improving a person's Thoughts and Beliefs' 68 (21.25 %) respondents said; yes Language Journalism can Improve a person's Thoughts and Beliefs where 252 (78.75 %) of the respondents answered no it can't. Then on the second factor that is 'Helping a person in taking a political decision' 32 (10 %) respondents said; yes Language Journalism can help a person in taking a political decision where 288 (90 %) of the respondents answered no it can't. On the third factor that is 'Social Mobilization' 52 (16.25 %) respondents said; yes Language Journalism can mobilize the social system where 268 (83.75 %) of the respondents answered no it can't. Then on the fourth factor that is 'Economic Development' only 8 (2.50 %) respondents said; yes Language Journalism can develop the economic condition of the society where 312 (97.50 %) of the respondents answered no it can't. On the fifth factor that is 'Regional Development' 28 (8.75 %) respondents said; yes Language Journalism can develop the regional society where 292 (91.25 %) of the respondents answered no it can't. Then on the sixth factor that is 'Cultural Integration' 57 (17.81 %) respondents said; yes Language Journalism can integrate the society culturally where 263 (82.19 %) of the respondents answered no it can't. On the seventh factor that is 'Providing information about Government Schemes' 67 (20.93 %) respondents said; yes Language Journalism is providing the information about Government Schemes to the regional society where 253 (79.07 %) of the respondents answered no it can't and at last on the eighth factor that is 'Providing information about Employee Generation' 46 (14.375 %) respondents said; yes Language Journalism is providing the information about Employee Generation to the regional society where 274 (85.625 %) of the respondents answered no it can't. Though major percentage

of the respondents answered negative but it is due to lack of knowledge about the Language Newspapers. Thus we can say that Language Journalism can help people through enlightening them about all these factors of national development.

Language Journalism as a Medium of National Development: Here the researchers have tried to analyses the respondent's perception on Language Journalism as a medium of National Development. They were asked about its usefulness and for that it has been classified into three categories namely: 'Yes', 'No' and 'Not Sure'. The distribution of respondents is shown in 'Table 10'.

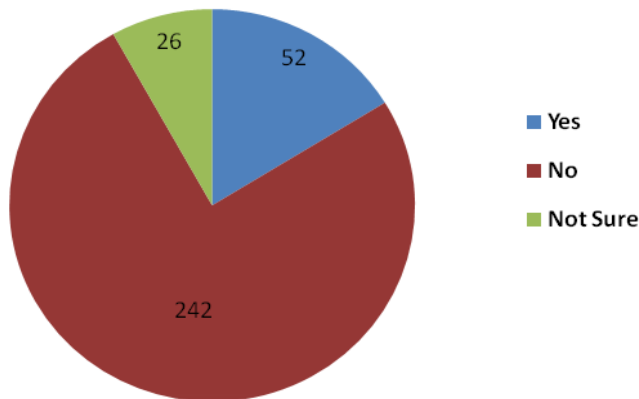
Table – 10
Language Journalism as a Medium of National Development

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Yes	52	16.25
2.	No	242	75.625
3.	Not Sure	26	8.125
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 10

Language Journalism as a Medium of National Development



The 'Table 10' shows that the most of the respondents i.e. 242 (75.625 %) don't think that the Language Journalism can be a suitable medium for National Development while 52 (16.25 %) respondents think that the Language Journalism can be a suitable medium for National Development and the rest 26 (8.125 %) is not sure about the answer.

Effectiveness of Language Journalism for National Development: Here the researchers have tried to analyses the respondent's perception on the effectiveness of Language Journalism as a medium of National Development. They were asked

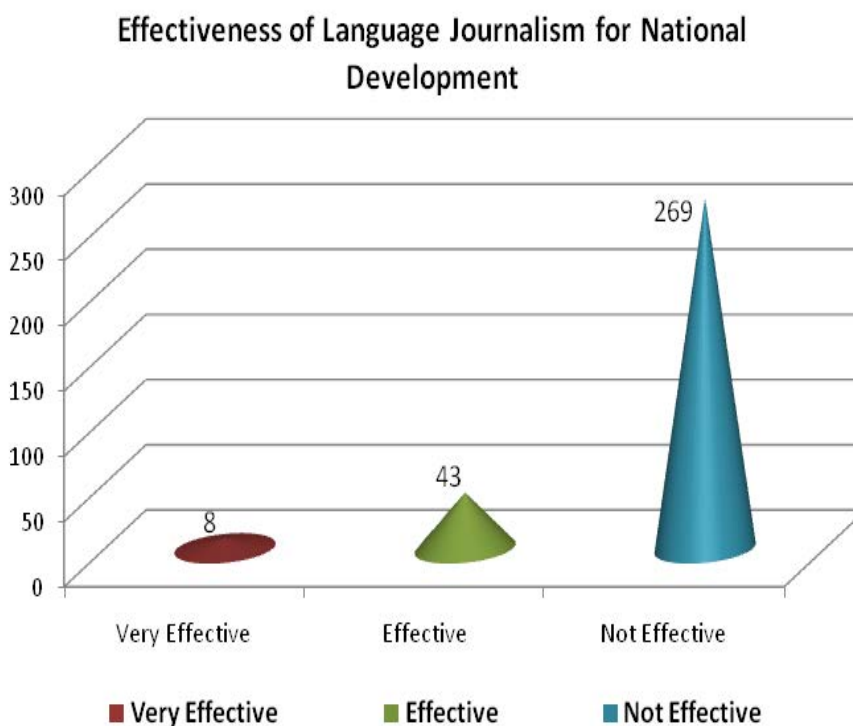
about its effectiveness and for that it has been classified into three categories namely: 'Very effective', 'Effective' and 'Not Effective'. The distribution of respondents is shown in 'Table 11'.

Table – 11
Effectiveness of Language Journalism for National Development

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Very Effective	08	2.50
2.	Effective	43	13.44
3.	Not Effective	269	84.06
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 11



The 'Table 11' shows that the most of the respondents i.e. 269 (84.06 %) think that the Language Journalism cannot be used effectively for National Development while 43 (13.44 %) respondents think that the Language Journalism can be used effectively for National Development and the rest 8 (2.50 %) think that it is very effective.

Polices or Projects that can boost the Use of Language Journalism: Here the researchers have tried to analyse the respondent's perception on any Polices or Projects that can boost the use of Language Journalism as a medium of National Development. They were asked about its usefulness and for that it has been classified into three categories namely: 'Yes', 'No' and 'Not Sure'. The distribution of respondents is shown in 'Table 12'.

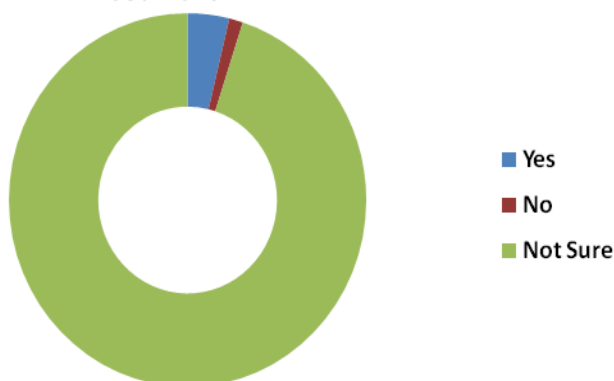
Table – 12
Polices or Projects that can boost the Use of Language Journalism

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Yes	12	3.75
2.	No	04	1.25
3.	Not Sure	304	95.00
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 12

Polices or Projects that can boost the Use of Language Journalism



The 'Table 12' shows that the most of the respondents i.e. 304 (95 %) is not sure about the answer, while only 12 (3.75 %) respondents think that the Polices or Projects that can boost the use of Language Journalism as a medium of National Development and the rest 4 (1.25 %) respondents don't agree that the Polices or Projects that can boost the use of Language Journalism as a medium of National Development.

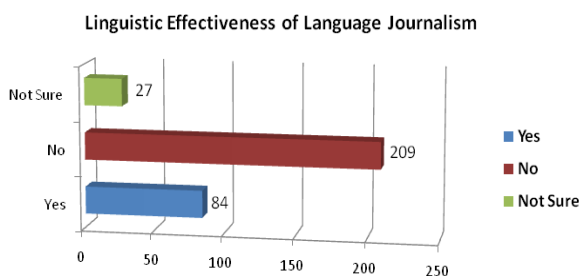
Linguistic Effectiveness of Language Journalism: Here the researchers have tried to analyse the respondent's perception on Linguistic Effectiveness of Language Journalism as a medium of National Development. They were asked about its effectiveness and for that it has been classified into three categories namely: 'Yes', 'No' and 'Not Sure'. The distribution of respondents is shown in 'Table 13'.

Table – 13
Linguistic Effectiveness of Language Journalism

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Yes	84	26.25
2.	No	209	65.31
3.	Not Sure	27	8.44
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 13



The 'Table 13' shows that the most of the respondents i.e. 209 (65.31 %) don't agree that the Language Journalism can be a factor in regional development due to its linguistic effectiveness, while 84 (26.25 %) respondents think that the Language Journalism can be a factor in regional development due to its linguistic effectiveness and the rest, only 27 (8.44 %) respondents is not sure about the answer.

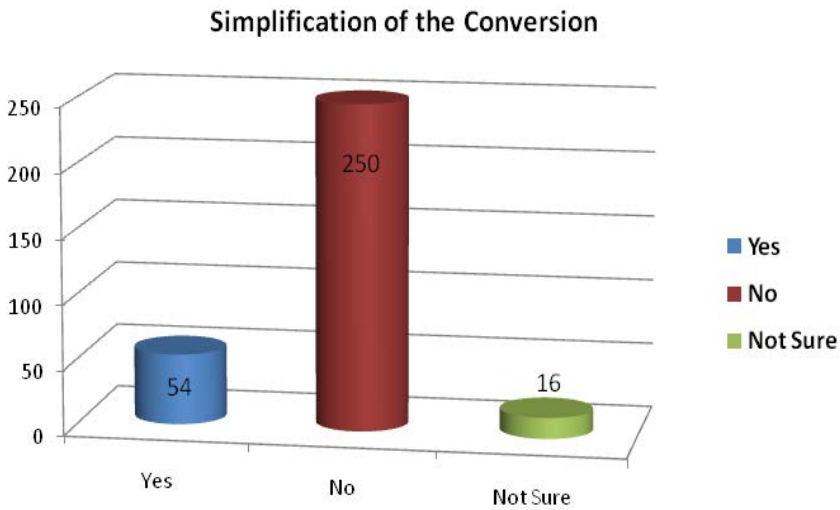
Simplification of the Conversion: Here the researchers have tried to analyse the respondent's perception of Language Journalism whether it is simplifying the conversion of international news in regional news due to its linguistic effectiveness. They were asked about its capacity of simplifying the international news and for that it has been classified into three categories namely: 'Yes', 'No' and 'Not Sure'. The distribution of respondents is shown in 'Table 14'.

Table – 14
Simplification of the Conversion

Sl. No.	Particulars	Frequency	Percentage (%)
1.	Yes	54	16.875
2.	No	250	65.31
3.	Not Sure	16	5.00
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

Figure – 14



The ‘Table 14’ shows that the most of the respondents i.e. 250 (78.125 %) don’t agree that the Language Journalism is simplifying the conversion of international news in regional news due to its linguistic effectiveness, while 54 (16.875 %) respondents think that the Language Journalism is simplifying the conversion of international news in regional news due to its linguistic effectiveness and the rest 16 (5 %) respondents is not sure about the answer.

Language Journalism as a Factor behind Uplifting the Regional Creativity:

Here the researchers have tried to analyse the respondent’s perception of Language Journalism whether it can be a factor behind uplifting the regional creativity. They were asked about its capacity of being the factor behind uplifting the regional creativity and for that it has been classified into three categories namely: ‘Yes’, ‘No’ and ‘Not Sure’. The distribution of respondents is shown in ‘Table 15’.

Table – 15
Language Journalism as a Factor behind Uplifting the Regional Creativity

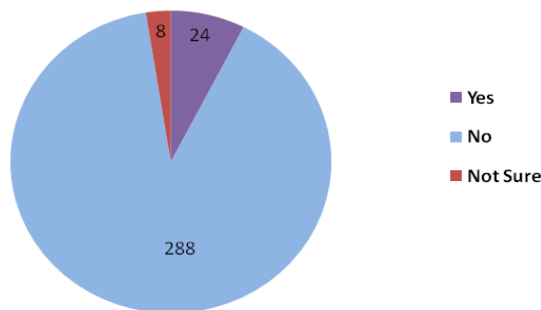
Sl. No.	Particulars	Frequency	Percentage (%)
1.	Yes	24	7.50
2.	No	288	90.00
3.	Not Sure	08	2.50
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

The researchers have tried to analyse the respondent’s perception of Language Journalism whether it can be a factor behind uplifting the regional creativity.

Figure – 15

Language Journalism as a Factor behind Uplifting the Regional Creativity



The 'Table 15' shows that the most of the respondents i.e. 288 (90 %) don't agree that the Language Journalism can be a factor behind uplifting the regional creativity, while 24 (7.50 %) respondents think that the Language Journalism can be a factor behind uplifting the regional creativity and the rest 8 (2.50 %) respondents is not sure about the answer.

Methods to improve the Language Journalism: Here the researchers have tried to analyse the respondent's perception on the improvement of Language Journalism as a medium of National Development. They were asked how the improvement is possible and for that it has been classified into five categories namely: 'By ensuring Massive Participation of Locals in Community Activities', 'By Government Plans and Programs', 'The Regional Populace should get National News through the Language Journalism', 'By increasing its Reach and Access' and 'Can't Say'. The distribution of respondents is shown in 'Table 16'.

Table – 16

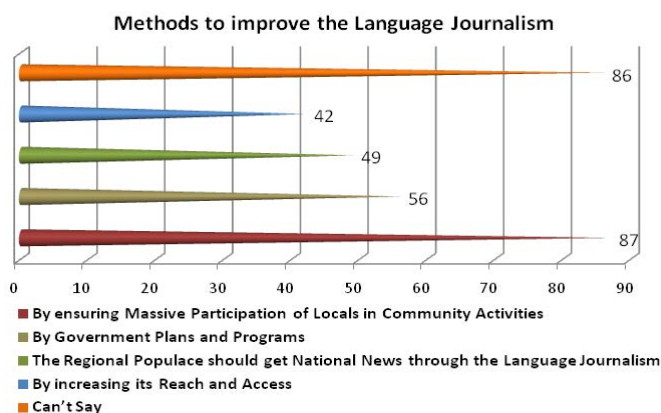
Methods to improve the Language Journalism

Sl. No.	Particulars	Frequency	Percentage (%)
1.	By ensuring Massive Participation of Locals in Community Activities	87	27.19
2.	By Government Plans and Programs	56	17.50
3.	The Regional Populace should get National News through the Language Journalism	49	15.31
4.	By increasing its Reach and Access	42	13.125
5.	Can't Say	86	26.875
Total Sample		320	100

Source: Data Collected through Field Survey: August, 2018.

The 'Table 16' shows that the most of the respondents i.e. 87 (27.19 %) think that by ensuring Massive Participation of Locals in Community Activities we can improve the Language Journalism, 56 (17.50 %) respondents think that by conducting successful Government Plans and Programs we can improve the Language Journalism, 49 (15.31 %) respondents think that by disseminating National News through the Language Journalism to the Regional Inhabitants we can improve the Language Journalism, 42 (13.125 %) respondents think that by increasing Reach and Access we can improve the Language Journalism and 86 (26.875 %) couldn't answer the question .

Figure – 16



Findings and Discussion

This study was carried out on the uses and impact of Language Journalism as effective tools for National development with a focus on the eastern part of India, especially West Bengal. The findings of this study are:

Language Journalism as a Tool of National Development: Journalism as a tool has been effective in information dissemination; and as a result, this Language Journalism has an important role to play in National Development. However, the study pointed out that the effectiveness of the Language Journalism can only be assured when the audience is ready to consume its fruit. The goal should be towards information and education and not mere entertainment and ecstasy even though they cohere towards human development which ultimately develops the Nation. With this being the case, the study revealed that Language Journalism tools will significantly enhance development, as it had enhanced the implementation of certain project in the West Bengal like road constructions, provision of fertilizers for farmers as well as provision of youth skills acquisition programmers and others Government proposed jobs.

Strategic Role of Language Journalism in reaching Rural Populace: This study showed that Language Journalism has the prospect of enhancing grassroots development in the selected districts of West Bengal. However, this is the only

Effectiveness of the Language Journalism can only be assured when the audience is ready to consume its fruit,.

achievable by its ability to strategically reach the rural populace with the right information and at a timely manner. The study showed that to ensure this, Language Journalism should be positioned and repositioned by being geared towards ensuring that there is massive participation of rural dwellers in community activities, partnership of government and traditional rulers towards programme information and nation as well as international news that will provide information on grassroots developmental and the need for every leader to inform and not misinform the led. These are possible because of the informal, interpersonal nature and culture specific of Language Journalism, advantages they have over the modern mass media.

Hindrances to Effective Utilization of Language Journalism: Utilization of Language Journalism in the selected districts of West Bengal towards grassroots development is not without challenges. These challenges include, but are not limited to, the disruption of information, lack of trust in the sender, inability to understand the message content, inability of the sender to relay the message in understandable terms; and untrained Language Journalism personnel. The effect of these hindrances has been significant as they have contributed to the state of grassroots of national development in the selected districts of West Bengal. As the de-emphasis of Language Journalism and more emphasis on National Journalism media, Language Journalism has been plagued with unqualified and untrained personnel who lack the effective communication skills, in the native language of the reached. However, the study revealed that in attempt to combat these hindrances, there is no need for mass media practitioners to train Language Journalists on effective communication process.

Policies or Projects that boost the use of Language Journalism: To enhance the effectiveness of the Language Journalism in the selected districts of West Bengal, there is a need for the implementation of certain policies or projects. These policies or projects will ensure that there is a boost to the use of Language Journalism in the actualization of grassroots development. To further ensure that the Language Journalism receives a boost from the Government, they should be used in conjunction with the national level journalism, and particularly through the partnership of government and Language Journalists and locally organized programmes.

Conclusion

Globalization leaves positive impact on all of us, especially for science and technology globalization is the one of the main reason behind its prosperity. Flourishing education system, developing ICT, E-Governance etc. are the main reasons for the faster development of media. Thus, a huge portion of the society is benefitted from it. The news of national and international projects and policies are transmitted to all as some information. This news is relished by a distinguished class of people. On the other hand a section of the society is not aware of this substance. Especially the people who live in the rural sector and the urban people who don't read newspaper regularly they remain ignorant.

Language Journalism holds the essence of regional language, thus the content of news, Governmental policies and Government advertisement it provides, that can

Especially for science and technology globalization is the one of the main reason behind its prosperity.

reach the maximum number of locals directly or indirectly. This happens because of the high acceptability rate of the language newspaper, though some important Governmental policies and Government advertisement are not circulated by the regional language newspapers but are circulated in the national level newspapers. If these Governmental policies and Government advertisement which are circulated due to public welfare can be circulated in specific date and day in a week, the importance and circulation of Language Journalism will see its golden era.

Our main concern is National Development and we hope that people from each class will participate in it equally. But the research shows that a huge percentage of rural people don't read newspaper at all, though, the circulation of the newspaper has increased significantly since independence. There are regional language newspapers which have reached the circulation of one Crore. So, now in the present situation, due to this huge circulation, the question is arising can these still be called as a regional language newspaper? But whatever the situation is, the total scenario of national development is not progressing.

In this condition, as for the national development we rift the state into small portions like districts and blocks; the language newspaper should be given some shorter goals for development. These language newspapers also need to be developed. The language journalism needs a precise trail to go on and the Government should take the responsibility to do it. With some precise promotional plan and policy the language journalism can become very effective and can work commendably towards the national development.

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Content Diversity in Indian Language newspaper: A study of 'Prabhat Khabar'

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Abstract

The role of media in shaping contemporary society is a central concern of contemporary research in media. In a democratic society an open and free media landscape with divergent ideas and opinions is very crucial. In India this is far more complex and varied. India is a diverse country in terms of caste, class, gender, minorities naming a few. How far these diversities are represented in Media is not only an interesting but extremely challenging area of study. Print media is an important channel of communication even in the 21st century. There were apprehensions that in the digital age of high speed and communication technology, print media will see its decline. In India this has not been so and the reasons for the same are complex. Total newspaper circulation in India has grown from 126.96 million in 2000 to 207.10 million in 2008. (Registrar of newspaper for India; various years) Print media in the Hindi-speaking belt like Rajasthan, Uttar Pradesh, Haryana, Bihar, and Jharkhand have seen a substantive increase in its circulation. According to the Indian Readership Survey (IRS) conducted in 2009 shows that the largest read local language newspaper is Dainik Jagran with 55.7 million readers and Dainik Bhaskar with 31.9 million readers. Both newspapers are published in Hindi, whereas Times of India is the most widely read English daily with 13.3 million readers, followed by Hindustan Times with 6.3 million and The Hindu with 5.2 million readers. As per 2012(Quarter 4) Indian Readership Survey amongst the top Hindi dailies, Prabhat Khabar lies in the seventh position on the basis of circulation of the newspaper. To my mind, having a great share of Hindi language newspapers among readers it matters to analyze with regard to diversity of content. This study explores the diversity of content in a Hindi based small print medium called 'Prabhat Khabar' printed from Ranchi the capital of Jharkhand in North India. This newspaper called 'Prabhat Khabar' which prides itself in calling 'It's not only a newspaper, it's a movement'. This is an editorial based newspaper. This study attempts to analyse how the diversity of content in the newspaper reflects the agenda for development of the state. It attempts to answer few questions like do the content in the newspapers reflect the issues of the locals viz a viz the issue of development? Do the contents in the newspaper reflect issues of development? The method used in this study is quantitative and qualitative content analysis of the newspaper. Questionnaire was developed to conduct survey on the readers of the newspaper in Ranchi. Unstructured interviews were conducted on selected readers of the newspaper. In this study few

This study attempts to analyse how the diversity of content in the newspaper reflects the agenda for development of the state.

concepts of development, is selected for examination and the analysis involves the quantifying and tallying its presence. The focus is on looking at the selected concepts and terms and its occurrences. Explicit/manifest terms and concepts are easy for identification and coding, hence study has been restricted to that.

Key Words- Content, diversity, development, localisation, agenda setting

Content Diversity in Indian Language newspaper: A study of ‘Prabhat Khabar’

Print media has expanded in the hinterlands of India, the rural India and the margins of urban India. This is due to several factors like increasing rate of literacy, increasing levels of income; urbanisation and increasing social mobility are few of the reasons. A decade or so back there were lack of choices in newspapers, books and magazines. The prices of these newspapers were also very high with limited availability. But with globalisation all this has changed. With increasing availability and affordability newspapers and magazines, it is no longer for the minority it has reached the common man, the masses who either due to lack of resources or lack of access, they were not available. Now the masses have choices. Literacy also has enabled the masses to make choices and read. Education and awareness of education has enabled the masses to read these newspapers and magazines.

This article is a micro level study and examines how a Hindi newspaper in a globalising India is setting an agenda for development for the state. This newspaper through its social initiatives, diversity of Content and Development reports is bringing development initiatives for the State. The author has been doing fieldwork since 2011 in the state of Jharkhand. This study also attempts to find the role of print media as a mediator for the state. The role it has played in creating awareness of the masses with regard to the developmental policies of the state, its lapses, its progress and the work yet to be completed. It studies the effectiveness of media in playing this role and the agenda that it has set for the development of the state.

About Prabhat Khabar

Prabhat Khabar, this newspaper was started in 14th August, 1984 in the undivided state of Bihar. In the year 1989 this was taken by Usha Martin Company. At that time the circulation of the newspaper was five hundred copies. In the year 2011 the circulation of Ranchi edition of the newspaper was close to two lakh copies. There are nine editions of Prabhat Khabar. These are Ranchi, Patna, Jamshedpur, Dhanbad, Deoghar, Muzaffarpur, Bhagalpur, Kolkata, Siliguri. (Very recently a new edition from Gaya has also started) Apart from these, there are Dak editions too, these are meant for areas surrounding Ranchi like Hazaribagh, Gumla, Rambagh and Dalton Ganj. It is interesting to note that each local edition has separate news that focuses on the local news of that particular local area. Around 40-50 percent of the stories are common across all editions. Their local news forms the front page of the newspaper.

The structural development and expansion over the years of Prabhat Khabar exemplifies the dominant position that Hindi news media have come to occupy

The role it has played in creating awareness of the masses with regard to the developmental policies of the state, its lapses, its progress and the work yet to be completed. has set for the development of the state.

in a globalizing India. By using western technology and adhering to indigenous cultural values and resources, Hindi newspapers are providing diverse content to their readers in a hyper competitive media environment. This has enabled them to present and sustain an alternative discourse in the public arena which is parallel to the elite discourse mediated through English language news media (Taberez 2010) This has enabled social awareness amongst the Hindi readers to work towards their Development.

Objectives

The main impetus to study the print media has been the increasing realisation of its potential as a powerful instrument of information for bringing development in society. The main objectives of the study are:

- a. To study the selectiveness of content of local news.
- b. To study the relationship between diversity of content and Development.

The English media which was mainly confined to the English educated sections of society could not play an effective role in the development of the region. Also an overview of literature shows that English language media, which dominated national media market from independence till 1990s is no longer the dominant market player.

Review of Literature

Jeffrey¹ has mentioned that increasing literacy, growth of advertising and marketing industry, rise of capitalism and increasing political awareness amongst the masses has led to communication revolution in India. He also mentions that localisation of news has enabled this socio-eco-politico awareness amongst the masses.

Similarly, Ninan² also discusses the expansion of Hindi language newspaper through localisation but she also discusses about the process of delocalisation. That is 'basic news ethics was revived, planted stories were eliminated, and circulation, reporting and advertising functions separated'.

Arvind Rajagopal³ has talked about 'split public', the role of media in misinforming citizens among vernacular groups mainly Hindi and English.

Stahlberg⁴ in his micro study has discussed about the status of Hindi newspapers and journalists. His focus is primarily on the production of news in Hindi Newspaper. Also he discusses the relationship between politics and society via the rise of Hindi newspapers.

The media revolution in India began with the unprecedented growth of Indian language newspapers from 1980s. The rise of vernacular media has simultaneously led to rise in political and economic awareness amongst the masses. The importance of the vernacular press can be seen in the rise of vernacular elites who are raising

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their voices in the public arena and are instrumental in playing a crucial role in the development of the region. They are helping to connect diverse social groups and work for their upliftment. This was also mentioned in the Second Press Commission Report of 1982 'It is the Press in Indian languages, more than English language Press, which can help in democratizing communication'.

J Balasubramaniam in his article 'Dalits and lack of Diversity in the newsroom' (EPW, 2011) draws a relationship between exclusion of Dalits from newsroom and under representation of Dalit news in India.

Patrick Eisenlohr in 'Media and Religious Diversity' distinguishes between media politics of diversity, religious diversity and public sphere and the diversity of this religious mediation approach. This article explores that an approach that is mindful of intrinsic relationship of religion and media is best positioned to do justice to the questions provided by the intersection of media practices and religious differences.

All the above studies have made significant contributions in the understanding of content diversity and Indian language media. With the exception of Stahlberg's study, the remaining studies have been macro studies that have provided deep insights into the expansion of the vernacular media. By carrying out this micro level study, this study aims to establish a relationship between diversity in content of news and localisation that has led to focus on development for the state.

After independence, English language newspaper played a dominant role in the media landscape of the country. No one bothered much about the Hindi or vernacular media. This was also highlighted in 1954 by the First Press Commission that was analysing the state of press in India after Independence. In 1952 English press had the highest circulation of 697,000 copies for 41 dailies, and Hindi dailies had the second highest figure of 379,000 copies for 76 dailies. (Government of India, *Report of the First Press Commission* (New Delhi: Ministry of Information and Broadcasting, 1954), p.15)

The domination of the English press continued till 1979, when the combined share of English daily newspapers in circulation dropped to 22.50 percent, compared to the 27.60 percent in 1952, while the Hindi press, for the first time, moved ahead of its English counterparts, with 23 percent share, as against 15 percent in 1952, this gap has continued to widen since the 1980s. According to the latest circulation figures for 2011, Hindi dailies lead with 88.95 million copies, while English dailies stand a distant second with 27.36 million copies. This rise of Hindi newspapers started to challenge the dominance of English newspapers in the public sphere. (Taberez 2014) The regional and vernacular space during this period when English press were at its dominance was not represented adequately, as a result small regional and vernacular press started to fill in this gap. This also led to regional consciousness and political awareness. It is in this context that this newspaper 'Prabhat Khabar' was started.

Media Diversity is a vast concept. It is heterogeneity of media content in terms of one or more specified characteristics. In formal terms, diversity can be defined as "the extent to which media content...differs according to one or more criteria".⁵

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Diversity is a concept with two faces. Being both an empirical and a normative concept at the same time, media diversity gives rise to two diverging approaches, one more bottom up, empirical and quantitative and one more top down, normative and qualitative. The most common approach the concept of 'media diversity' is in terms of reflective diversity that is in terms of actual match between 'media users' preferences and the reflection of these preferences in media content.

This study attempts to understand the diversity of content of news of the small Hindi based print media called Prabhat Khabar. In specific this study is an in-depth study of a regional Hindi print medium called "Prabhat khabar" located in Ranchi, Jharkhand. This study attempts to analyse how the diversity of content in the newspaper reflects the agenda for development of the state. It attempts to answer few questions like do the content in the newspapers reflect the issues of the locals viz a viz the issue of development? Do the media play a role in gender sensitivity? Do the contents in the newspaper reflect issues of development?

This study explores the diversity of content in a Hindi based small print medium called 'Prabhat Khabar' printed from Ranchi the capital of Jharkhand in North India. This newspaper called 'Prabhat Khabar' which prides itself in calling 'It's not only a newspaper, it's a movement'. This is an editorial based newspaper.

Research Methodology

This study selected this newspaper across the time span of June 2011-June 2012. A random sample of newspapers dating the first of the month to the 10th of the month was selected. On holidays the next day was taken. The total number of newspapers studied over the period of Year 2011-2012 were sixty nine newspapers. Each newspaper was covering around hundred stories. Therefore, the total number of stories studied for this research was six thousand four hundred and forty stories. A quantitative content analysis on the stories of the newspaper was conducted.

Preparing the newspaper for analysis

a. Defining and numbering of stories-There are different parts of the newspaper, which will be analyzed, that are stories, listing, content promotion and overall structure. First step was to identify all the stories. Next step was to differentiate them from listings and content promotion. Newspapers are composed of various types of contents including stories, advertisements, listings, photos and graphics.

b. Stories must meet the following criteria

- i Longer than two inches in length (can be measured by a ruler)
- ii Must be written in a complete sentence with a central theme.
- iii Must not be part of paid advertisement.

This newspaper called 'Prabhat Khabar' which prides itself in calling 'It's not only a newspaper, it's a movement'. This is an editorial based newspaper.

- iv Must be a complete story, not a promotional reference for a full story contained elsewhere.

c. Stories do not include

- i Content promotion references that lead to stories elsewhere.
- ii Stand alone photos or graphics
- iii Death, Birth, engagement or wedding anniversary notices.
- iv TV and movie listings
- v Stock price listings
- vi Weather maps
- vii Crosswords or comics
- viii Horoscopes
- ix Community listings or advertisements, which must be paid for.

d. Numbering of Stories

Highlighting listings and Content promotion

Listings are editorial content that is not a story and not a paid advertisement. They are seen in columns like sports, stock prices, entertainment listings, weather, map and photos. They are stand-alone features. Paid advertisement appears as listings like classified advertisements, paid death notices that need to be excluded.

Content promotion includes

- a The main title of the newspaper
- b References, skyboxes and many other front-page bits about inside content
- c All indices front page or otherwise
- d House advertisements
- e All contacts information
- f All advertisements of the newspaper itself

Once the concept/ terms are selected then the text of the newspaper is coded into manageable coded categories. In this case numbering of pages of newspaper and numbering of stories in the newspaper was taken. The process of coding is one

of selective reduction. By reducing the text to categories consisting of a word or words or phrases the research then focused on the existence of selected research questions. The coder was trained to code the newspaper and a seven-day pilot study was completed. The pilot study was quantitative content analysis of the newspaper from June 24th to June 30th, 2011.

Localisation of Public sphere

Prabhat Khabar is located in Ranchi in Jharkhand. As soon as you reach the turn that earmarks the way to Prabhat khabar one cannot just fail to notice a narrow white board in bold red mentioning and showing the way to its office space. One cannot miss the bold statement beneath that clearly states the mission and the vision of the newspaper -Prabhat Khabar '*Akhar nahin andolan*'. It is extremely interesting and intriguing to begin with.

This period of post 1980s has seen a greater role of vernacular media in raising local issues and the use of technology has further transformed lives. Studies by Yadav (2000) reflect social inclusion in political process where increasing participation by rural and lower caste groups have taken place. Stahlberg (2002) in his study "Lucknow Daily" also argues that politics in India has shifted from Centre to the region alongside the growth of vernacular press in India. The role of vernacular media in providing an alternative and inclusive discourse on regional issues cannot be undermined. This development saw the Hindi media move to help these social groups by providing them not only with language, but also with the institution, as well as presenting an alternative discourse of democratic participation that was more inclusive, since it provided a voice to those who were only marginally present in the mainstream English press. By offering such an alternative, it has challenged the dominance of the 'national' elite in the public sphere who depended on the English media. To access the vernacular public arena, the national elite needed the help of the vernacular media, which were becoming more robust and proactive in providing an alternative approach to development. (Taberez 2014)

Prabhat Khabar (PK) was one of the first newspapers that started with this entire idea of Localisation of news. Since it was a regional paper it took the stand of printing local news at the front page. Most of the local/regional newspaper during that period of nineties would print the national dailies headline as the headline of their newspaper. This worked under the assumption that local people liked to hear /read what was happening at the centre. This newspaper did not think so. This newspaper started its main headline with what was happening in their city/region. This was a marked shift from the trend. This changed the course of history that others followed. There are several incidents when PK has highlighted the local news over and above national news. During my period of study, the story on 'Nirmal Baba' was the front page news of the story continuously for five days. Interestingly this local news was picked up by national level news television channel and the editor of the newspaper Sh. Harivansh was on National Television for discussion on this story.

In other words Newspaper like 'Prabhat Khabar' believed that local and regional issues were as important as national issues. They were redefining the dominant

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discourse and putting emphasis on localisation. Localisation of the public sphere has brought in social, economic and political awareness. Along with awareness it has also led to increasing participation of the poor and marginalised groups into the public arena which has led to focus on developmental issues at the local level.

Content Diversity and Development

This newspaper is published under the Neutral Publishing House Limited (NPHL) that is a subsidiary of Usha Martin Group. NPHCL is not listed in BSE. The Owners of the Usha Martin group are Sh. B.K. Jhavar and L.K.Jhavar. But the Usha Martin group is currently run by their respective sons Rajeev and Prashant Jhavar. This newspaper works as a pro- people's newspaper and it prides in itself as its motto is -"Akhbar nahin Andolan" that is "it's simply not a newspaper but it's a movement".

During my period of research I found that there is informality in the relationship between the reporters. The senior reporters are called as 'Bhaiya' by the junior reporters. Everyday there is a meeting of the reporters with the resident editor at 10:00 am in the morning and at 4:30pm in the evening. Early morning meeting discusses on the reports that have been put in the newspaper and what has been missed. A critical analysis of the newspaper is done. Late evenings meeting discusses on the current topics that need to be reported and also video conference with its other editors as what news should be added where, in other words sharing of the news takes place. The journalists are working round the clock and they face a lot of hardship and difficulties. Political pressures are common.

Also during my research I found that the journalists face immense pressures while doing their work. This can be corroborated by recent incidents that took place on 13th May, 2016. Two journalists were shot dead in Bihar and Jharkhand, one the Bureau Chief and a senior journalist called Raj Deo Ranjan of the Hindi newspaper "Hindustan" and the other a TV reporter named Akhilesh Pratap Singh from Jharkhand.

In general along with the above pressures that reporters are facing, the print journalism too is facing immense pressures. There are economic pressures, with the improvement in day to day technology the newspapers have to update themselves . Also in this highly competitive market they have to review what the customers are getting for Rs Two (the market price of the newspaper during my research period), to discuss what is in the news, what they missed, or what went wrong, they review the current newspaper and compare with other newspaper if they have missed out any issues. What are the steps they can take to rectify the mistakes? What are the photos and graphics that need to be included? They also discuss the issues that have been taken up, before and after and understand its impact.

Content of news is a very critical aspect of discussion during the daily meetings, what are the issues that will go in the front page and in other pages are taken up. What are the news that are to be highlighted, how it is to be highlighted, if there is any grammatical mistakes or if there is any error. In every meeting they touch base with the issues related to common man.

There are economic pressures, with the improvement in day to day technology the newspapers have to update themselves .

For instance when I was present the various issues that was being discussed were of corruption in the MMREGA where misuse of money was taking place, about Sand mafia, Bureaucracy- transfer of officers were being discussed, Health-impact of the doctors strike that was being held in Ranchi and adjoining areas, cleanliness drive with relation to A-Z organisation was also being discussed, the price of foods and vegetables that is issues reflecting the common man were also being taken up.

By elections were to be held in Jamshedpur during the time I was present, I noticed the carefulness of selection of news during this period. Impartiality towards all political parties/individual involved during elections were taken into account, bias towards none was practiced for selection of news during this period.

Findings and Conclusions

Sections of Newspaper

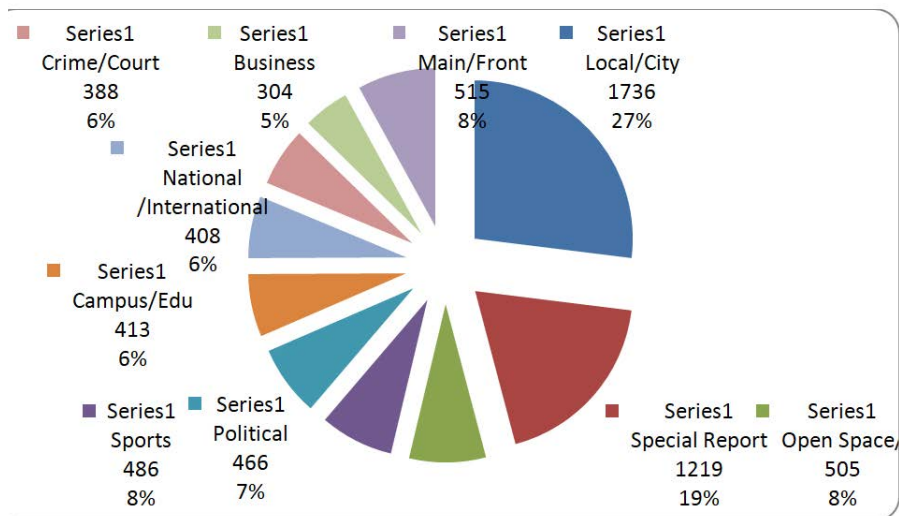


Table 1- Sections of Newspaper

Main Sections of the Newspaper

The PrabhatKhabar newspaper comprises of eighteen to twenty two pages. The newspaper has ten different sections. They are Main/Front page, Special Report, Entertainment Section, Sports Section, Political Section, Business Section, Crime/ Court Section, National/International Section, Campus/Education Section and Local/City Section.

Sections of Newspaper

Stories relating to Local/City page were the maximum; it comprises 27% of the news. Special Report came close second with 19% of the total stories. This reflects

clearly that in terms of diversity of content of news, its priority was local /city news. Local content be it related to social, economic or political issues was the priority.

Special Report comprises of specific issues of corruption, health, environment, and gender, tribal and related issues that the newspaper covered and closely followed. Take the stories of Corruption like 'Kyun aur kab hojaate hamare neta Bhrasht', 'naam bade aur darshan chote', 'naukarshon main khauf paida karna hoga', 'Ek adhi kar todne ki zaroorat' and 'Brashtachar Badhane main bureaucrat ki Bhoomika' 'PM bhi aa sakte hain aanch ke daire main'. These special report stories were based on the corruption that takes place at the political level and amongst bureaucracy and what are the measures needed to break this vicious cycle is the common thread amongst these stories.

In another case take the example of Environment, following were the special report stories 'Paryavaran bachane ke liye antar rashtriya adalat', 'Jagrooktafailata Green Globe Award' and 'Hamara jeewan varno par nirbhar'. Also local issues of the villagers mainly tribals that were taken up during my time of study 'Krishi Shramikon ki kami aur Kaamchori ke aarope', 'Gramin Vikas Mantralay ke Mukhya Sujhav', 'MNREGA ke Chaar Saal' and MRREGA Yojna lagoo karne main gair Congress Rajyon ki Stithiti'. These stories of special report highlights the local issues affecting the tribals living in rural villages of the state.

The above selectiveness of content of Local news of the newspaper reflects its focus on development and also underlines the significance of inclusion of the marginalised groups into the public sphere. This has enabled to give voice to those who were unable to effectively raise their issues and concerns in the public sphere and remained at the margins of the mainstream discourse.

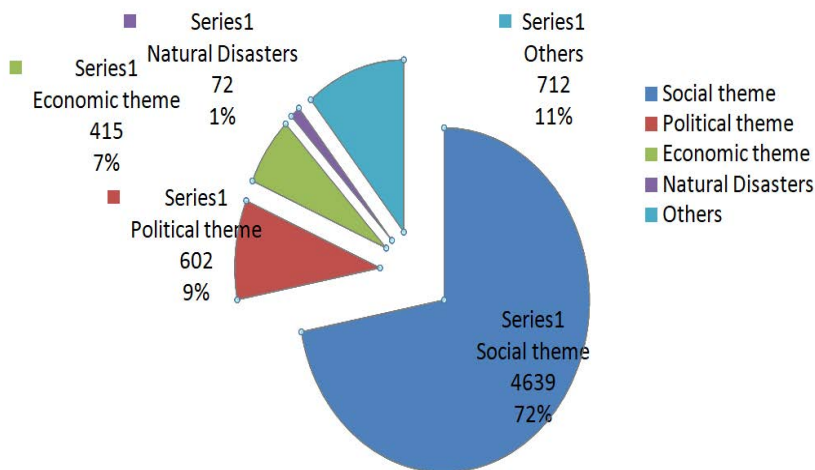


Table 2- Main Content of News

Main Content of News

The main content of the newspaper can be broadly classified into Social Content, Political Content, Economic Content, Natural Disaster and Others. As can be seen from Table 2, it was found that 72% of news was focussed on social content, 9% on Political content, 7 % on Economic content and the remaining on others.

Sub-Contents of Social Issues

The number of stories under crime and court covered were maximum that is seven hundred and ninety seven. Next highest were the number of stories on education that was four hundred and eighty six. Interestingly the number of stories on elections, gender and corruption respectively were covered. They were two hundred and seventy six, two hundred and sixty two and two hundred and twenty seven respectively.

Case 1 Crime and Court

News falling under Crime and Court were of different kinds they were from petty crimes to cases of acquisition of Land. There were stories of land grabbing that were taken up by the newspaper. During the course of my research I found that in the year 2002 in the Block Angadda in the district of Ranchi, land of the locals had been grabbed. PrabhatKhabar newspaper followed this story as a result in the year 2003 five and half acres of land was returned to their rightful owners.

Case 2 Education

News falling under education was ranging from primary level education to College level education. Apart from this from the year 2008 Prabhat Khabar organises Award Programs to felicitate Class 10 and class 12 Toppers of the State. Similarly they award students who have ranked top in Engineering or Medical examinations. In this way they make their contribution towards education in society.

Case 3 Corruption

Let us take the example of corruption, that Prabhat Khabar right from its inception not only published several stories but has also taken special drives against Corruption. Take the case of 'Nirmal Baba' the newspaper for close to a week followed this story. Similarly take the example of the Fodder Scam; this was the first newspaper that had published this story (1992). It was much later that other newspapers followed (1996). Similar other scams were taken up fervently

Development issues like education, crime and Court and Corruption has been the focus of the content of the news in PrabhatKhabar. It is unique in its approach. This newspaper perhaps first for a state, takes up cudgels on behalf of the people of the state. On 15th August, 26th January and 15th November PrabhatKhabar brings up special issues in the newspaper. On 15th November the newspaper brings out a

social audit of the state. On this day the newspaper brings about a 60-80-100 page newspaper, a one of its kind newspaper. It has also started in collaboration publishing ‘Jharkhand Development Report’. This report focuses on the developmental issues and how the state of Jharkhand stands on it.

Further the different stories that fell under the Social Content were taken up in Table 3. It was found that the number of stories under crime and court covered were maximum that is seven hundred and ninety seven. Next highest were the number of stories on education that was four hundred and eighty six. Interestingly, the number of stories on elections, gender and corruption respectively were covered. They were two hundred and seventy six, two hundred and sixty two and two hundred and twenty seven respectively.

The below table clearly reflects the diversity of news of PrabhatKhabar in bringing about developmental activities in the state of Jharkhand by selecting and prioritising the issue of development.

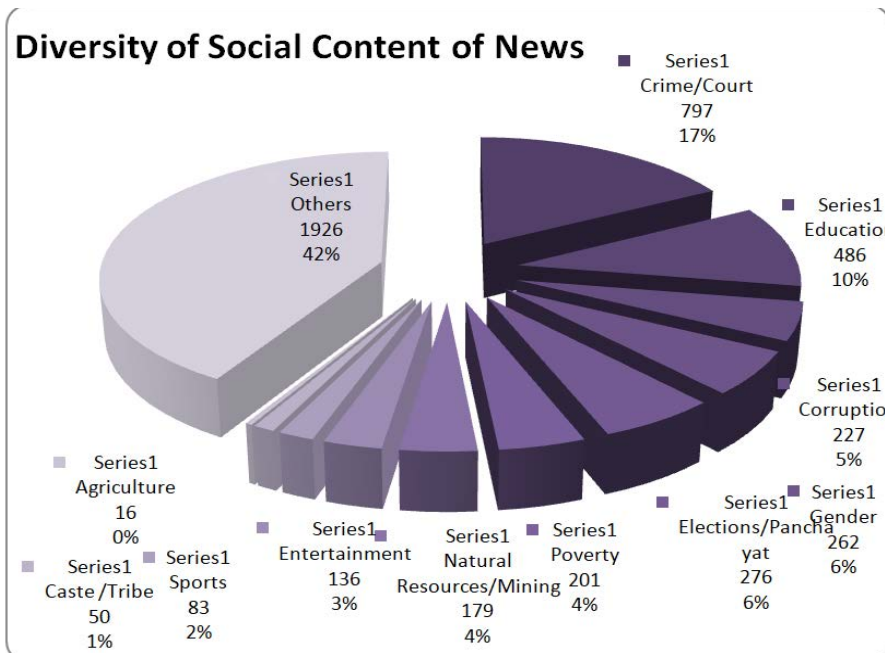


Table 3-Diversity of Social Content of News

The main purpose behind these initiatives has been to bring in front to the people the real issues of Development. This was the main agenda of the newspaper. All these diverse issues need to be brought in front of the people, debated and discussed. This is where the ‘movement’ aspect of the newspaper comes vividly. In these issues the newspaper brings the special issue on the ‘Corruption’. Here Sh. Harivansh the editor of the newspaper in his book notes that seeing this approach of the newspaper, Professor Rajni Kothari in his conversation mentions that this is a unique approach and no one else has done it before.

The uniqueness of this approach has led my interest in this field of research. Taking up issues at grassroots level/local level and working on those issues has never been done. This newspaper was the first newspaper that had taken up the issue of Fodder Scam in which the ex- chief minister of Bihar, Lalu Yadav was involved. Amidst life threatening challenges and political pressures the newspaper continuously brought forward stories on corruption with respect to this scam. This was also one of the turning points in the series of corruption stories published by the newspaper..

Summing up this study reflects through the diversity and localisation of content of news this newspaper sets up the public agenda for development in the State. Localisation of news helps in further pursuing this agenda for development. The localisation aspect of the newspaper is visible in the emphasis on local content of the newspaper as mentioned above. In the face of consumerism and commercialisation this newspaper sets a precedent of taking up diverse issues of the people/readers and fighting on their behalf. Be it the local issue of corruption like the 'Nirmal Baba' story or the story of "charaghotala" or fodder scam. The movement aspect of this newspaper further enables them to pursue Development.

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“Regional language TV channels are the binding force between the home state and the Non-Resident community: A study of Odia diaspora.”

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Abstract

Several push and pull factors drive the Odia speaking community out of their home and hearth. Be it the white collar job holders or the migrant labourer interpersonal mediated communication with the kith and kin has been the choicest way to remain connected. However the infotainment and communication needs of the Odia diaspora can be met to the best possible extent through the mass media. In the present study the researcher examined the role of Odia television channels in ensuring and facilitating the Odia diaspora to stay connected to their root and to take pride in their Odia identity. Despite the dominance of English and Hindi languages in different spheres of India, regional languages especially the mother tongues are strong binding forces which unite people from different strata residing across cities and nations. Hence the study evaluated the reach, accessibility and influence of Odia television channels by taking into account the Questionnaire based opinion of the Non-Resident Odias living inland as well as overseas, while keeping the sample size 100. The researcher also interviewed the who's who in Odia television channels to extract their take on Odia diaspora and their content restructuring to cater to the needs of NROs.

Keywords: Regional media, Odia television channels, Odia diaspora, connecting link, binding force, Non-Resident Odia.

Introduction

Language is the unifying force for a society and is quintessential to human interaction. It helps people in connecting and communicating with the world around them. It is one of the basic driving forces for a community, a race, a state, and a nation at large. Language attracts people of the same linguistic background to gather on a single platform. It evokes the sense of belongingness among humans and makes an individual emotionally connected to his motherland. It advocates for celebrating the root. Humans and their socialization are dependent on the language they use and interact. Language is one of the primary identities of an individual.

The Eighth Schedule of Indian constitution contains 22 languages. Odia is one of those scheduled languages used by the people of the state of Odisha in the eastern

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part of India. Based on the language, the people of Odisha are referred as Odias. Odia is one of the oldest languages of the country. It has been preserved, used and proliferated with the help of different art forms, folk cultures, literature and media. Both print and electronic media contributed immensely in popularizing the language. Media played a crucial role in keeping the bond between the people with their language intact. Like other parts of the country, a sizeable population of Odisha leave their homeland and go beyond the boundaries of the state for sustenance, livelihood and better bread and butter. There are more than 50 lakh Odias living in different states of India and overseas. To keep the sense of detachment from the motherland at bay, these Non-Resident Odias search for people from their linguistic community and form an association. Language plays the role of a unifying force. The regional media helps this category of people remain in touch with the homeland.

Most of the regional media houses focus on the activities of these non-resident communities. They constantly try to drag the attention of the Non-Resident Odias by giving air space to their activities, reporting their challenges and highlighting their achievements, celebrations and other philanthropic activities.

For this non-resident community, the television channels operating from their home state act as the prime source of information. In this era of electronic communication and internet, access to the media content from any nook and cranny of the world has also become much easier. Those who are staying away from their homeland normally look forward to know about the happenings in their state. The curiosity is at its peak at the time of any natural disaster and elections, of course. The contents broadcast by the television channels during disasters make the NROs emotionally attached to their homeland.

Objectives

1. To understand the role of Odia television channels in catering to the communication needs of Non-Resident Odias.
2. To decipher the existing link between Non-Resident Odia community and the regional Odia TV channels.
3. To unfold the measures taken by different Odia television channels to ensure loyalty of NRO viewers.
4. To know the perception of Odia diaspora about different TV channels of Odisha.

Hypotheses

1. Regional Odia TV channels work as a binding force for the Non-Resident Odias.
2. Language channels are the major source of information in the mother tongue for the community living beyond the boundaries.
3. Regional Odia channels are the cultural and linguistic connector between the state and the Odia diaspora.

Odia is one of the oldest languages of the country. It has been preserved, used and proliferated with the help of different art forms, folk cultures, literature and media.

4. Regional Odia channels have a very positive role in connecting the Odia diaspora.

Research Methodology

The researcher has undertaken a questionnaire-based survey of Odias living outside the geographical boundaries of the state of Odisha as well as the country. The sample size is 100. Both open and close ended questions in the questionnaire helped in quantitative and qualitative analysis of data. The researcher also interviewed the Editors and top management of different Odia television channels to figure out their strategy in keeping the NRO viewers intact. The researcher, irrespective of the sample size has ensured that all the respondents from different cities are Non-Resident Odias. They have their origin in Odisha and use Odia as their mother tongue.

Review of Literature

Society and language are inseparable. From the formative years of life, human being tries to learn communication with the help of language. Humans express their emotions in different forms through language. It helps us to move forward and lack of language ceases our growth. Human existence appears null and void without language. According *Gurudev* Rabindranath Tagore, education in mother language is like feeding a baby by her mother. Primary education provided in the mother language helps in the holistic development of the child. For migrants outside the home state, getting education in mother language becomes difficult.

Odia is the 6th classical language of India. After Tamil, Sanskrit, Telugu, Kannada, and Malayalam, Odia was given the classical status on 20th February 2014. The classicality indicates that it has more than 2000 years documented history and evidence of usage. It is one of the scheduled languages of the country. Odia is the spoken language of around 50 million people. The natives of Odisha as well as the Odia diaspora outside the state speak Odia. A sizable number of Odia speaking people live in the neighbouring states of West Bengal, Andhra Pradesh, Chhattisgarh, Madhya Pradesh and Jharkhand and outside India.

Odia literature and journalism has significantly contributed to the contemporary usage of the language without diluting its classicality. Odia journalism has touched lives for more than hundred years. But the electronic media, particularly television rules the roost only for the last two decades. There are more than 12 regional Odia television channels serving the people of the state. After Doordarshan Odia (DD Odia), ETV Odia was the first private satellite television channel of Odisha. Then Odisha Television (OTV) came into the picture. Naxatra TV, Kanak News, Kalinga TV and Prameya News7 are other major players in the Odisha media market.

Access to the Indian television channels in other parts of the world is no more a challenge in this digitized age. There is a plethora of options available for the Non-Resident community to avail the facility. By using VPN (Virtual Private Network) one can access the Indian television channels overseas. On the other hand, the easiest and legitimate way of doing so overseas is subscribing to a broadcaster by paying a nominal cost. Other broadcasters like Sky TV, Virgin media TV, Talk Talk TV, My

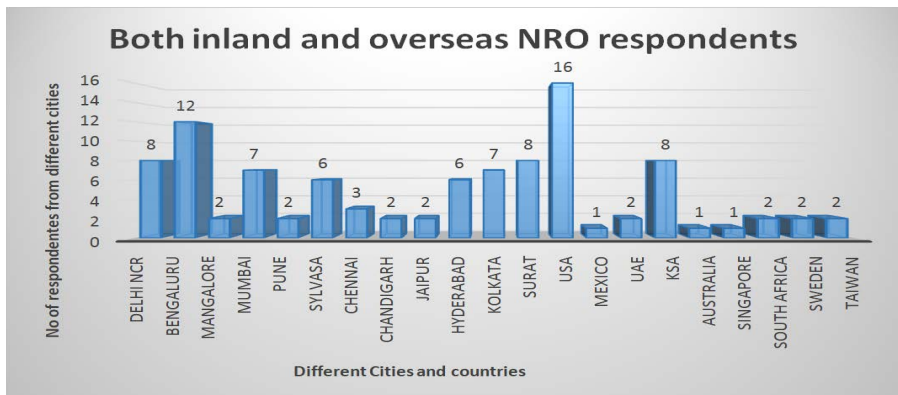
Odia literature and journalism has significantly contributed to the contemporary usage of the language without diluting its classicality

India TV, Yupp TV, Lebara TV, IPTV etc also provide Indian TV channels with a nominal subscription fee.

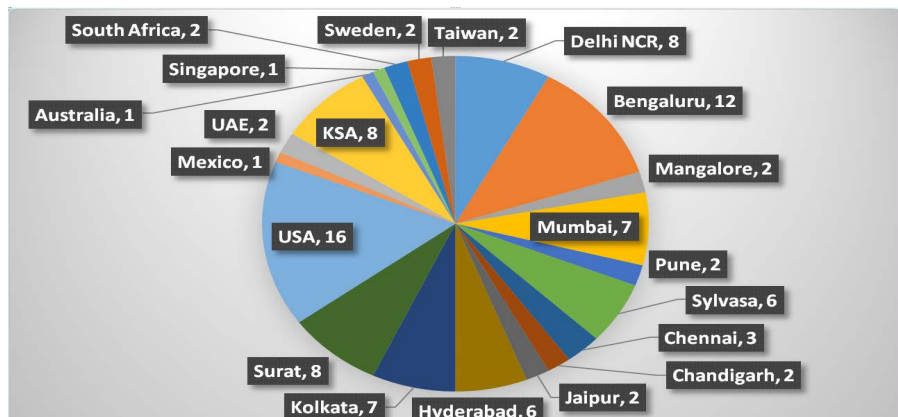
There is hardly any study conducted on the Non-Resident Indian community and their relationship with the Indian media. This study is a first of its kind in this field. The researcher tried to find out and establish the existing link between the Non-Resident community and the television channels in operation from the land.

Data Analysis

The researcher has collected responses from 100 different samples selected randomly from both inland and overseas. These respondents are primarily Non-Resident Odias (NRO) staying beyond the geographical territory of Odisha and India as well. The questionnaire was sent to each one of them through e-mail and they were contacted over telephone. The details of the sample collected from different cities and countries are mentioned below.



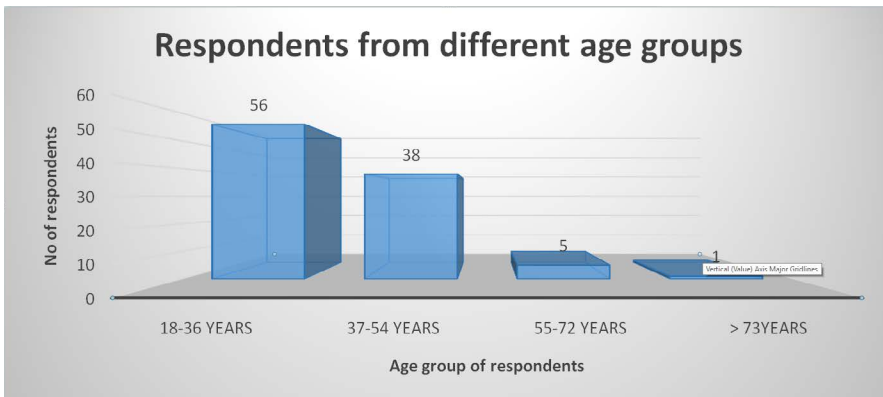
(Figure-1: Total Sample size, number of respondents from different cities and countries)



(Figure-2: Total Sample size, number of respondents from different cities and countries)

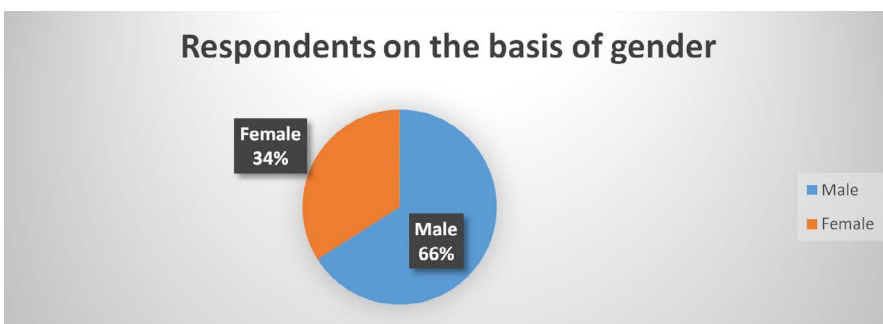
The researcher has collected responses from 100 different samples selected randomly from both inland and overseas.

Figure-1 and Figure-2 describes the detailed sample distribution. The number of respondents are clearly mentioned against each city and country. The researcher has tried to collect information from across the globe. There are responses from USA (16), Mexico(1), UAE(2), KSA(8), Australia(1), Singapore(1), South Africa(2), Sweden(2) and Taiwan(2). In India, all the metro cities and other major cities have also been covered as part of sample collection. There are respondents from Delhi NCR (8), Bengaluru (12), Mangalore (2), Mumbai (7), Pune (2), Silvassa (6), Chennai (3), Chandigarh (2), Jaipur (2), Hyderabad (6), Kolkata (7), and Surat (8).



(Figure-3: All respondents representing different age groups.)

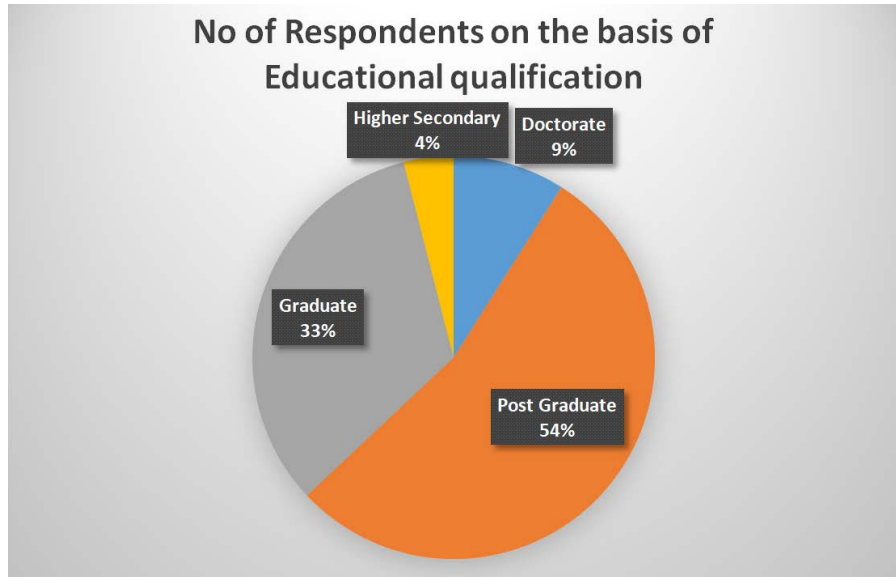
From the age group of the total number of Non-Resident Odia respondents, it is evident that people at a very young age leave their home in search of livelihood. Figure-3 describes it clearly that 56 percent of the total respondents belong to the age group of 18 to 36 years. That means they are at the peak of their youth and basically become the workforce. The second group has a share of 38 percent and belongs to the age group of 37 to 54 years. This group also comes under the working class. But the number has declined drastically in the upper age group. There are 5 percent respondents from 55 to 72 years age group whereas above 73 years age group there is only one respondent. It clearly implies the general trend of people returning to the homeland at the later stage of life. It can also be inferred that most of the people prefer to stay at home post retirement.



(Figure-4: No of respondents on the basis of gender)

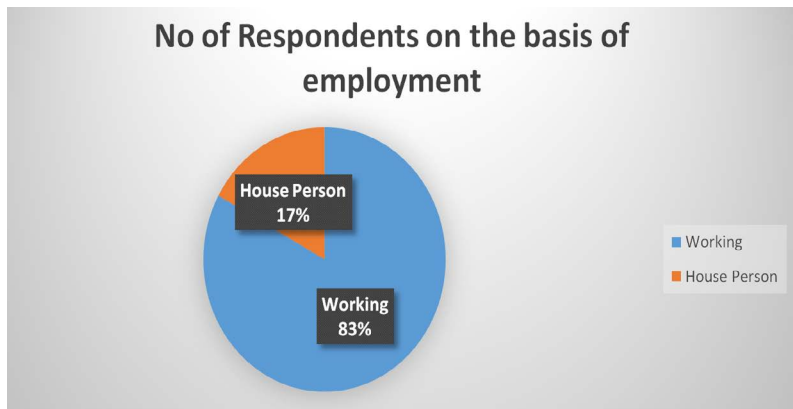
From the age group of the total number of Non-Resident Odia respondents, it is evident that people at a very young age leave their home in search of livelihood.

Figure-4 represents the gender wise distribution of respondents. While the female representation is 34%, males constitute 66% of the respondents.



(Figure-5: Educational qualification of all respondents)

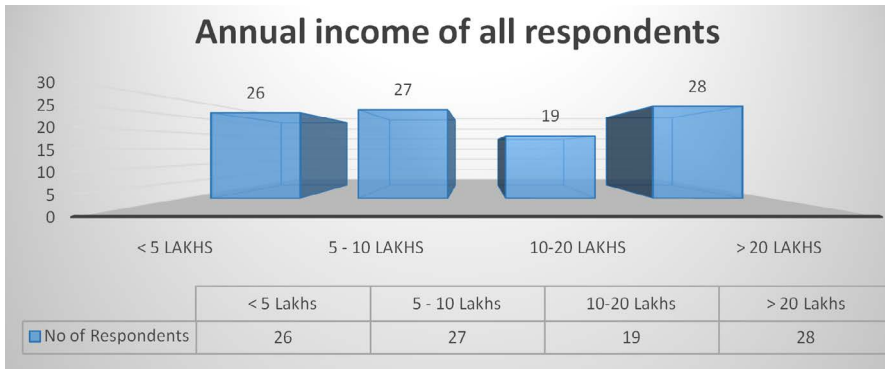
People with comparatively higher qualification have the higher chance of leaving home for better opportunities and livelihood. The researcher tried to know the educational background of the respondents as well. The survey outcome is really interesting and explained in Figure-5. There are 54% Post-Graduates and 9% Doctorate NROs represented in the survey. Graduate respondents have the second highest share with 33%. The least representation is from the Higher Secondary level and it is a mere 4%.



(Figure-6: Employment condition of all respondents)

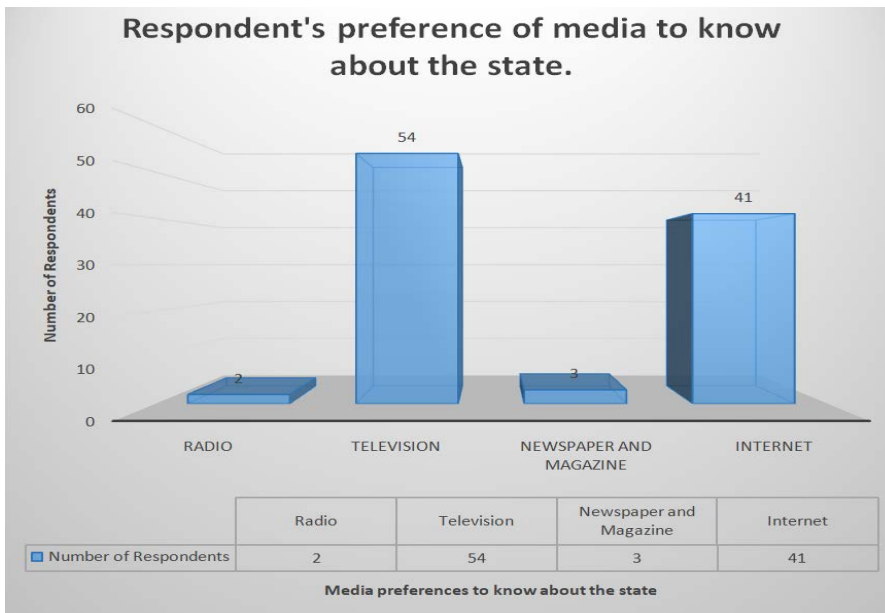
People with comparatively higher qualification have the higher chance of leaving home for better opportunities and livelihood.

Figure-6 denotes the employment status of the respondents. Out of total 100 NRO respondents, majority (83%) of them are working. Homemakers represents the rest 17%. But as per the responses, everyone is earning. Hence none of them came under the non-income group.



(Figure-7: Annual Income of all respondents)

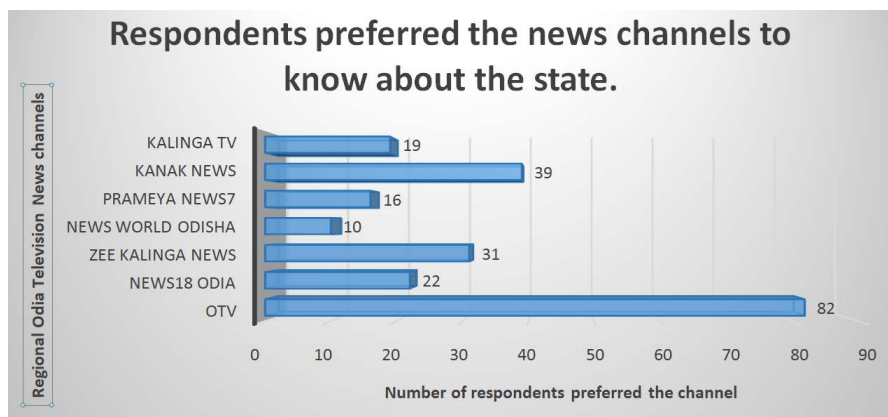
Figure-7 represents the annual income of all 100 NRO respondents. 26% of the respondents earn less than 5 lakhs INR per annum whereas 27% of the respondents earn between 5 to 10 lakhs rupees per annum. The highest representation is 28% and it is from the annual income group of > 20 lakhs rupees per year. The higher income also confirms the fact that most of them in this category are overseas. In 10 to 20 lakhs annual income category there are only 19% of respondents. Based on annual income, the response seems to be evenly distributed.



(Figure-8: NROs preference of media to know about the state.)

The highest representation is 28% and it is from the annual income group of > 20 lakhs rupees per year.

As far as the preference of media of NROs is concerned, the traditional media like newspaper and radio are far behind others. Figure-8 explains that Television leads the preference list. Out of 100 respondents 54 persons prefer television to get information about the home state. Interestingly, 41% of the respondents prefer internet (New Media) to get information about the home state. They access television and newspaper content over internet by using different OTT platforms or mobile applications. The preference for radio and newspaper is significantly minimal. This indicates that television continues to remain the medium of mass preference.



(Figure-9: Respondent's preference of Odia TV News channels to know about the home state.)

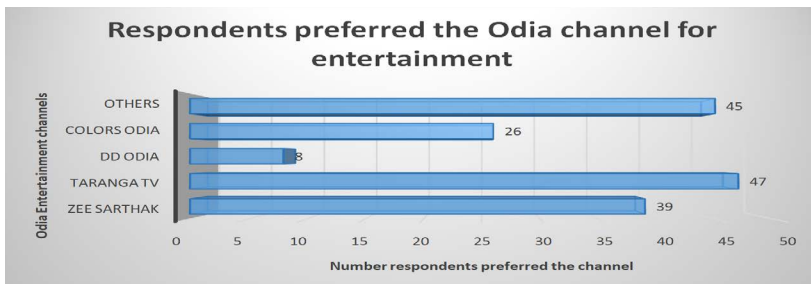
When NROs were asked about which Odia News channels they watch or prefer to get the information about the home state Odisha, they responded in this way. They had the option of choosing more than one channel. So some preferred only one channel and some more than one. Their responses are shown in Figure-9. Out of 100 respondents, 82 prefer OTV to get information about the state. That means OTV is popular at home state and overseas too. OTV remains number one on the TRP rating chart by BARC (Broadcast Audience Research Council of India) and it is shown in (Table-1). Similarly 39 prefer Kanak News, 31 prefer Zee Kalinga News, 22 prefer News 18 Odia, 19 prefer Kalinga TV, 16 prefer Prameya News7 and News World Odisha is preferred by 10 people. Objective-1 of the study is fulfilled here. Odia news channels cater the needs of information for Non-Resident communities.

Odia News	Odisha All 15+					
	WK 21					
	Channel	GRAT%	GRAT'000	Share%	Cov'000	ATSV (Min)
Odisha TV (OTV)	104.8	17,885	42	8,023	21.6	1
News7	60.5	10,327	24.2	5,320	23.7	2
Kanak News	30.6	5,221	12.3	4,731	12.4	3

Out of 100 respondents, 82 prefer OTV to get information about the state.

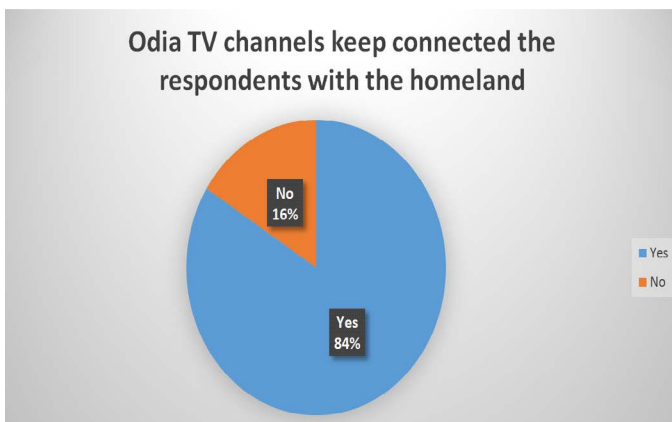
Zee Kalinga News	21.6	3,681	8.6	4,028	11.3	4
News18 Odia	19.2	3,279	7.7	4,451	10.6	5
Kalinga TV	8.3	1,422	3.3	3,397	6.4	6
News World Odisha	4.7	803	1.9	1,675	7.6	7

Table-1: TRP (Television Rating Points of Odia News Channels) Source: BARC India



(Figure-10: Respondent's preference of Odia entertainment channels)

As far as entertainment needs of NROs are concerned, Odia general entertainment channels lead the preference list, but not like the news channels. As per Figure-10, 45 persons have preferred other channels to Odia entertainment channels. But it is a consolation that 47 persons prefer Taranga TV and 39 of them prefer Zee Sarthak channels to satiate their entertainment needs. Colors Odia is preferred by 26 and DD Odia by 8 persons. Both Taranga TV and Zee Sarthak lead the regional market alternatively in the state. This is also reflected overseas.

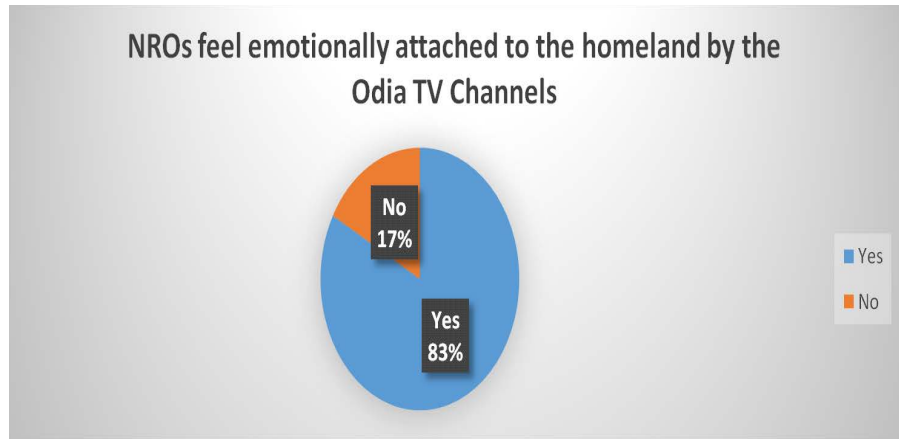


(Figure-11: Odia TV channels keep connected the NROs with the homeland)

As per the 2nd and 4th objective of the study, the regional television channels of Odisha must have a connection with the Non-Resident community. Yes, there exists the link and people living beyond the boundaries of the state stay connected with

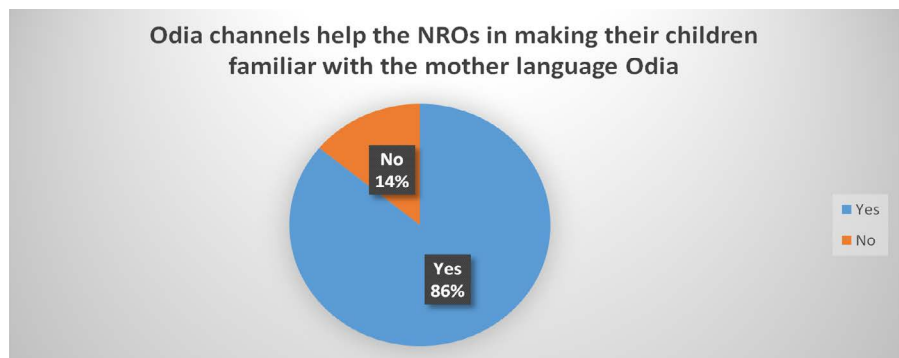
As far as entertainment needs of NROs are concerned, Odia general entertainment channels lead the preference list, but not like the news channels

their homeland with the help of television channels. Figure-11 indicates that 84% respondents have responded positively to this whereas 16% feel that the TV channels have “No” role in the connection.



(Figure-12: NROs feel emotionally attached to the homeland by the Odia TV channels)

When the researcher tried to figure out the role of Odia TV channels in establishing emotional attachment of the NROs with the homeland, 83% of them responded to it positively and the rest have given a negative response as they feel these channels do not make them feel emotionally attached to the homeland.



(Figure-13: Odia channels help the NROs in making their children familiar with the mother language Odia)

86% of NROs feel that the regional Odia TV channels really help them in making their children familiar with the mother tongue Odia beyond the geographical territories of Odisha

One of the crucial aspects of the survey is to assess the role of Odia channels in making the children familiar with the mother tongue Odia. The response is quite overwhelming and 86% of NROs feel that the regional Odia TV channels really help them in making their children familiar with the mother tongue Odia beyond the geographical territories of Odisha. But 14% say NO to it. They deny any such role of these channels. This is clearly presented in **Figure-13**.

Opinions of the Respondents

The researcher has kept an open-ended question in the questionnaire to collect the opinions and suggestions if any from the NROs on the content of the Odia television channels. The question was, “What will you suggest to the Odia TV channels to make it more interesting for the Non-Resident Odias? Please write your response within 50 words.” 89% of the respondents responded to it with their suggestions under conditions of anonymity. Though there are some common responses and suggestions, few responded with unique constructive feedback. Some of them raised questions over the neutrality of the channels of the state. One of the responses was “Be unbiased. Stop popularizing news for self-political gain. They (TV channels) need to know their viewers. They need to connect people”.

A majority of NROs stressed upon the fact that Channels should focus on the art and culture of the state. They urged to focus on the language and make special programmes for Non-Resident Odias. Few of the NROs have suggested to air a series on successful Odia entrepreneurs/bureaucrats/doctors across the globe and their success stories which would ultimately inspire the youth. Some of them have given the idea of having more innovative programmes to cater to the needs of the NROs. The channels were highly criticized by some of the respondents for the dubbed content. They have shown their disapproval to the dubbing or remaking of any content from other languages. Rather more priority should be given to stories and writings of Odisha.

Odia news and entertainment channels should make programmes on *Srimad Bhagabatam*, *Geeta Govind*, *Mahabharat* and *Ramayana*. A series on the temple city Bhubaneswar and its temples, its history, anecdotes will be worth watching. The respondents also suggested to make series on the unexplored personalities of Odisha. Someone has suggested to create rationalist content about *Vyasakavi Fakir Mohan Senapati*, *Kavi Samrat Upendra Bhanja*, *Utkal Gaurav Madhusudan Das* etc and their journey of life.

Odia News channels should leave the rat race and instead of focusing on political stories should focus more on developmental stories. Being NRO they want to see the developmental news of the state. One has opined that channels should focus more on Odia language, culture and its identity. They should produce programmes which will develop the connection between the NROs and the land. They should highlight the space of Odias in the global picture.

Few NROs criticized the channels as they have forgot their basic roles and responsibility being the forth pillar of the state. Few channels are busy in protecting their tainted owners from various scams. These news channels even failed miserably in saving their own language.

Some of the respondents suggested that the Odia TV channels should make various series on Lord Jagannath and Jagannath culture along with different Odia festivals celebrated in various parts of the state. There should be special talent hunt programmes for the downtrodden and underprivileged talents of the state.

A majority of NROs stressed upon the fact that Channels should focus on the art and culture of the state

One overseas NRO has mentioned that “the Odia channels should highlight the problems faced by the NROs outside Odisha. Not only this, they should also make programmes on different festivals, cultural programmes and celebrations by NROs in various parts of the world. So that they will feel connected with the land and on the other hand, the family members and extended family members of these Non-Resident community will feel emotionally connected to their wards.” Some respondents have demanded a regular special bulletin on them in different news channels which will eventually help them in getting the information and staying connected with their roots.

Most of the respondents have advocated for special programmes on kids in Odia language. They have requested the channels to start innovative and interesting programmes for children so that people living outside the state can access the content and make their children learn the language. An NRO has expressed a generic problem of the parents. As per the respondent, it is difficult to connect kids (in the age group of 4-9) to Mother Tongue Channels especially when they are not in home state. They are more interested in Cartoons, South Indian dubbing films and mobile. The present content of the Odia channel may attract them after the age of 15. NROs also want Odia cartoon channels which will help the kids understand the language with stories and humour. One of them suggested to get rid of all old-fashioned family serials and requested to introduce more educational/Sports/health related shows and shows based on high morale.

Few respondents have shown their displeasure about the channels keep on repeating the same news. Instead of focusing only on bad news, they have asked for more feel-good, human-interest stories which will bring positivity. Some respondents demand to make interactive programmes for NROs and organise TV shows outside Odisha and show ethical stories. They have demanded that the reporters be sent to different parts of the world and make stories on NROs.

Some have shown serious concerns about the genuineness of the channels and the way they copy the content of the shows from various Hindi channels. They are concerned about the lack of interesting content which will help the kids to increase their interest in Odia culture. None of the channels show any historical achievements. Present day Odia movies and shows lack any constructive social message. All news channels try to portray their owners as Heroes and most of them are non-neutral towards the society. Being extremely critical, one has labelled Odisha media industry as an industry filled with masters of plagiarism.

Some have shown serious concerns about the genuineness of the channels and the way they copy the content of the shows from various Hindi channels

Few respondents are worried about the presentation style and language of the anchors of different TV channels. One says, “All channels are doing good work, entertaining, informative and interesting programmes are made. But it would be more original if the host/anchor speak authentic Odia with proper Odia accent and eventually that is music for the far living Odias to feel proud of their rhythmic and sweet language. It is irritating to listen some British cum Hindi smeared Odia.”

There is a demand from the respondents to the channel authorities to organise special auditions in different parts of the country for various reality shows so that Odia kids

living outside the state can participate and showcase their talents. Few of them wants free access to Odia channels for NROs. Someone has urged enhancing the broadcast quality of the channels.

One of the unique suggestions is to make programmes on the culinary varieties of the state and project those to the larger audience and popularize those through television. One NRO has requested to add news in English for Odisha state and air national bulletins twice a day. He has also suggested the channels should have well trained manpower.

Opinions of Channel Authorities

As per the research design and pre-decided research methodology, the researcher talked to authorities of different Television News Channels of Odisha and tried to know the strategies of their respective channels to cater the needs of Non-Resident Odias and keep them as loyal viewers of their channel.

Radhamadhav Mishra, News Editor of OTV, the number one Odia News channel says, “In last 5/6 years OTV has become more popular among Non-Resident Odias. Though the channel has no dedicated programme for NROs, but it has always focused on their activities. Basically, Odias living outside the state and overseas and their organisations contact OTV from their side to share information with the channel regarding various festivals, celebrations as well as sufferings. OTV has been portraying the plights of NROs at different times. The information exchange from NROs has increased in recent times. Though at present there is no plan for any dedicated programme for Odias living outside the land, but they are always in focus of the channel.”

“With the advent of Social Media and digital communication facilities it has become easier to communicate with NROs. We are getting regular input from NROs and carry that information in our news bulletins,” says Bhakta Tripathy, the Editor-in-Chief of News World Odisha, another Odia news channel. He also says that “though we are a regional channel, we have dedicated reporters at different metro cities and important cities of India. Similarly we have our dedicated representative at London. So we get information regarding NROs easily. Even success stories of NROs and their sufferings have got air space in our bulletins. With authority we can say that News World Odisha shows more content on NROs. During the calamities we try to inform NROs by airing mid-night bulletins so that it can match to their local timings and cater their information needs. The channel is also planning to start a dedicated news bulletin for NROs. It will carry only their news and they will be the target audience.”

The Editor of Prameya News7 Ardhendu Das says, “Whenever there is any requirement we send our dedicated team beyond Odisha. Along with this we have dedicated reporters deployed at different parts of the country. Prameya News7 always focuses on NROs. One of the biggest stories of Odisha media history “Sarathi Scandal Exposure” was done by this channel with the help of an NRO only.”

The Senior Editor and head of News 18 Odia, Dayanidhi Dash was also contacted

Few of them wants free access to Odia channels for NROs. Someone has urged enhancing the broadcast quality of the channels.

by the researcher. He opined in a similar way. Though the respective channel has no dedicated bulletin for NROs, but the content related to them always gets priority in the existing news bulletins.

Findings, Recommendations and Conclusion

The findings showcase that the four hypotheses chosen at the commencement of the study have proven to be accurate. The regional Odia TV channels work as a binding force for the Non Resident Odias. Because 54% of respondents depend on Television to get information about the state, it can also be concluded that the language channels are the major source of information in the mother tongue for the community living beyond the boundaries. As 83% of the NRO respondents feel that they are emotionally connected with the land by the regional Odia television channels, hence it is true that these regional Odia channels are the cultural and linguistic connector between the state and the Odia diaspora. Based on the outcome of 84% respondents feel they are connected to the homeland by these television channels, it is also true that regional Odia channels have a very positive role in connecting the Odia diaspora.

Along with this, all the four objectives of the study have been achieved. It is clearly proved that the regional Odia channels have established link with the Non-Resident Odia communities. There is a two-way communication between the channels and the NROs. While the Odias living outside the state provide information to TV channels from their end, the channels air that information and content targeting the Non-Resident community. Authorities of different Odia news channels have also reaffirmed their focus on the NROs. It is always on priority to present any content related to any Odia living beyond the boundaries. The perception of the Odia diaspora about the Odia TV channels are crystal clear in the study. Based on their feedback, suggestions and demand, the following can be recommended.

- The existing Odia channels should make special programmes for children in Odia language.
- The channels should start dedicated bulletin for the Non-Resident Odias.
- The success stories and achievements of NROs should get air time in the Odia news bulletins and programmes. It will encourage others and the generation next.
- Leaving the practice of dubbing and remaking of content from other languages, the channels should work more on indigenous Odia stories, culture, tradition and language.
- Trained professionals must be inducted to supervise a smooth functioning of the channels. They must provide guidance to anchors and news presenters, in order to focus on their presentation and avoid speaking a mixture of multiple languages.
- Channels must take steps for the distribution of their channels overseas and make it easier for the NRO communities to access the content.

It is clearly proved that the regional Odia channels have established link with the Non-Resident Odia communities.

- Finally, it can be concluded that the Regional language TV channels are the binding force between the home state and the Non-Resident community. This bond will continue to grow stronger with the advancement of digital technology. Dedicated content development targeting the community will make the process much easier.

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Dedicated content development targeting the community will make the process much easier

Urdu Journalism in India: Challenges and Opportunities A case study of Urdu Newspapers in Jammu and Kashmir

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Abstract

Language press started in India in the beginning of the second decade of 19th century. 'Jame-Jahan-Numa' was the first Urdu newspaper published from Kolkata in 1822. Moulvi Mohammad Baqir's 'Urdu Akhbar' from Delhi, 19 years later, heralded a new dawn of Urdu journalism in undivided India. Urdu being the language of a vast majority of people, spoken in whole length and breadth of India, from North to South and East to West, Urdu journalism grew faster. In Indian liberation struggle Urdu journalism worked on the forefront with other vernacular and English periodicals to further the cause of freedom. After the partition Urdu journalism continued to grow, however, its pace was slowed down by a number of factors that are socio-political in nature. Nevertheless, many Urdu newspapers dotted the horizon of Indian media and made their mark. This paper discusses the state of Urdu newspapers in India in contemporary times and is based on a case study of Urdu newspapers in Jammu and Kashmir (JandK). JandK being the only State of India having Urdu as its only official language, select Urdu newspapers of the State have been analysed to determine the status of Urdu journalism. The Paper attempts to identify the challenges faced by Urdu media industry and also suggest the measures to improve its quality. Suggestions include focus on special training programs for Urdu journalists to upgrade their skill base.

Key words: Urdu journalism, Jammu and Kashmir, Languagepress, Muslims, Partition, RNI, DIPJK.

Introduction

In the second decade of 19th century when press in India was starting to take off, newspapers began to be published in vernacular languages. After newspapers were published in Persian and Bengali, Harihar Dutta from Kolkata (then Calcutta) came out with a paper in Urdu language, 'Jam-e-Jehan Numa' in 1822 (Masood, 2009,

cited in Islam, 2016, p.130) . It was a third language newspaper in undivided India. Sadasukhlal was its editor. Soon after the owner had to switch to Persian language with Urdu reduced to a pull out with main edition. Fourteen years later in 1836 Moulvi Mohammad Baqir started '*Urdu Akhbar*', which eventually became the first proper newspaper in Urdu that passionately wrote in favor of the people of India and exposed the tyranny of the British. It was this newspaper that used "the war of independence" for the rebellion in 1857 when all other papers framed it as *Gadar* (the mutiny). For his bold stand and advocating the cause of freedom Moulvi Baqir had to pay with his life (Islam,2016).

After British declared Urdu as the official language of many states of Northern India in 1837 and promoted its teaching in schools along with Hindi it received an impetus. With the result Persian slowly began to diminish, which hitherto was the official language and Urdu started replacing it in offices, courts and elsewhere (Rahman, 2011).

East India Company took interest in promoting the local languages in India to smoothen their administration. Wellesley's Minute stressed the need for junior civil service officers to learn the local languages of the country to administer the vast and complicated system of revenue in a diverse land like India. Fort William College at Calcutta (now Kolkatta) in 1800 and College of Fort ST George at Madras (now Chennai) in 1812 were founded to facilitate the education of Company officials and administrative officers in local languages. Also government subsidy was given on printing books that could help in learning the vernacular languages. Government would purchase a certain number of printed copies of such books from the author. The Company also assisted in establishing printing presses at all the important collectorates to further this cause (Kesavan, Venkataramaniah, John, Karanavar, 1988).

Fifteen years before Moulvi Baqir's '*Urdu Akhbar*', Harihar Dutta was compelled by the circumstances to stop the publication of first Urdu newspaper and convert it into Persian, however, situation now was different (Qadri, 2016). After Urdu took the main stage in India, both officially as well socially, Urdu press also registered significant growth. In 1850's many Urdu newspapers were started which played important role in informing Indian masses and shaping their opinion. Starting with 'Kohinoor' in 1850 the trend finally gave Urdu its first daily '*The Urdu Guide*' in 1858. Like the first weekly the first Urdu daily was also published from Kolkata. In the same year newspapers like '*Roznama Punjab*' and '*Oudh Punch*' were published from Lahore and Lucknow, respectively. '*Oudh Akhbar*', published by Munshi Nawal Kishore and edited by a celebrated Urdu literary figure Pt. Ratan Nath Sarshaar particularly received appreciation and acclaim by the readers (Chatterjee,2011).

The fact that the first and major newspapers in Urdu, in undivided India were brought out by non-Muslims testify that Urdu was not the language of a particular community or a religious group. In the days of the British Raj it, being a form of *Hindustani*, served as a common language of masses, along with its other form Hindi. This language was shared by the diverse socio-cultural, religious and linguistic denominations in India, particularly in the North and parts of South.

After Urdu took the main stage in India, both officially as well socially, Urdu press also registered significant growth.

One of the widely accepted views about the origin of Urdu is that it originated in Delhi and was shaped by the dialects of western Hindi (Khadi, Haryanavi, BrijBhasha, Kanouji and Bundeli); which were spoken around Delhi. That is the reason Khusrav used the expression *zabaan-e-Dehli-wa-Pyramanash* for Urdu language. The same view is held by the linguist and historian Massod Hussain Khan while talking about the origin of Urdu and its birthplace. (Khan, 2008). It is evident from the vocabulary of the language that it has borrowed heavily from Arabic, Persian and Turkish. In fact, the origin of the word Urdu is Turkish. Many linguistic scholars and historians are of the opinion that Urdu and Hindi, both are the variants of same local language referred to as *Hindostani*. Originally, this language was known by the names like Hindavi, Dehlavi or Rekhta. Famous poet Ghulam Hamdani Mushafi used the word Urdu for this language in one of his couplets in 1780 (Farouqi, 2003).

As Persian was the court language and hence the language of the elite; *Hindostani* came up, after many linguistic transitions, as the language of the masses; hence most suitable for mass communication or Press. It was this reach and acceptability among the Indian masses that *sufis* and saints like *Kabir Das* and *Ameer Khosrow* chose this language as their medium of versification. They used this language to spread their message among the masses.

Urdu press played a significant role in the Indian national liberation struggle. Right from 1857 Urdu press was the flag bearer of the liberation struggle, for which Urdu journalists paid dearly. After the rebellion when the British re-captured Delhi they not only hanged the editor of '*Payam-e-Azadi*', but also put many of its readers to death. This newspaper was being published under the editorship of Mirza Bedar Bakhsh, the grandson of the last Mughal emperor Bahadur Shah Zaffer (Sahidul Islam, 2016).

These atrocities by the British did not deter new enthusiastic journalists from entering the field. Although, momentarily Urdu journalism received a set-back but after 1857, however, it revived very quickly and with more fervor and passion.

Urdu press played a significant role in the Indian national liberation struggle. Right from 1857 Urdu press was the flag bearer of the liberation struggle, for which Urdu journalists paid dearly

Many important Urdu publications started publishing after almost 200 year Mughal rule was put to an end. Some of these newspapers continued to be published in the next century as well.

“After 1857, Urdu journalism entered a new era of development. Mention may be made of some major papers like the Oudh Akhbar Lucknow; the Scientific Gazette, and the Tahazib-ul- Akhlaq, Aligarh; the Oudh Punch, Lucknow; the AkmalulAkhbar, Delhi; the Punjab Akhbar, Lahore; the ShamsulAkhbar, Madras; the KashfulAkhbar, Bombay; the Qasim-ul-Akhbar, Bangalore and the AsifulAkhbar Hyderabad. Of these the Oudh Akhbar lived long and was soon converted into a daily.” (Chatterjee, 2011)

Since the beginning of the 20th century, when Indian independence movement became more passionate, organized and even radical in its first phase, latter to

be taken over by the moderates like Gokhale and finally Mahatma Gandhi, Urdu press took active part in furthering the cause of the movement. Like English, Hindi and other language newspapers Urdu newspapers also contributed firmly toward informing, advocating and mobilising the public opinion to end the British occupation. Political publications like *Zameendar*, *Watan*, *Pratap* and *Milap* very intensely pursued the national agenda of *Swaraj*. Many leaders of Indian National Congress themselves published Urdu newspapers to further their point of view (Chatterjee, 2011). *Naqeeb-e- Hamdard* by Maulana Muhammad Ali Jauhar, *Al-Hilal* and *Al-Balag* by Maulana AbulKalaam Azad and *QaumiAwaz* by Pt. Jawahar Lal Nehru are some of the examples.

“It (Al-Hilal) was one of first Urdu newspapers which put equal importance on content and presentation including the layout and design. It was designed on the pattern of Egyptian newspapers. But its greatest asset was the content. It addressed the readers in a new language and style of expression.” (Chatterjee, 2011)

After the partition, however, Urdu journalism suffered badly. Problems that Urdu journalism faced or is facing now to a large extent emanate from the setback Urdu language received after the partition of the sub-continent. From very early time, since British Raj Urdu was mostly associated with Muslims (Rahman, 2011). It was projected as the language of the Muslims of India. Although, many scholars have strongly contested and rejected this notion but it continues to inform the religious identity political discourse in Indian society. This perception is strongly reflected in mainstream media projection of the community, especially in north India. This linguistic division had started in British India itself, however, after the partition, which was rooted in communal divide, perception of Urdu being a Muslim language further strengthened and became a new myth of modern India.

In undivided India Urdu had a great appeal. The Arya Samaj Urdu newspaper *Milap* was very popular among the Urdu speaking Hindus and Sikhs in Punjab. (Cahtterjee, 2011)

Even today, in modern India there are many Urdu publications or Urdu news-channels that are owned by Hindus not Muslims. Despite the increase in participation of Non-Muslims in Urdu media industry the language is losing its non-Muslim readers fast. There is although sharp increase in non-Muslim publishers of Urdu newspapers over the past decade. Contrary to the popular perception, the RNI data suggest that over the past decade, both registration of Urdu newspapers and the participation of non-Muslims in the Urdu newspaper industry, have increased. (Pandey, 2016)

The census figures of 2011, however, testify that Urdu’s speaker base is shrinking. Number of people who registered Urdu as their mother tongue, as per 2011 census, has shown a decline. This trend is quite reversal of the figures that came up in earlier census data. In the last four decades Urdu has been showing constant growth. In 1971 the number of Urdu speakers was recorded at 2.86 crore and it reached 4.4 crore in 1991. The 2001 census recorded the number of Urdu speakers in India as 5.15 crore (Alavi, 2008). The decrease in numbers of Urdu speakers will further reduce the readership of Urdu newspapers, but the same may not be true for the Urdu news channels.

Urdu is one of the 22nd official languages recognised in the constitution of India. It has official status in six states. Urdu is recognised as the only official language in Jammu and Kashmir, in Telangana it enjoys the status of one of the two official languages, in UP, Bihar, Jharkhand, West-Bengal and New Delhi it is recognised as an additional official language.

Although, Urdu is not the first language or mother tongue of any of the communities living in Jammu and Kashmir but this is the only language that functions as a link language across the diverse regions and communities living in JandK. It serves the function of the natural *lingua franca* of the State.

From being sixth most spoken language in India according to 2001 census in a decade's time it was pushed to the seventh position. Whereas, in the same decade Hindi has added 10 crore speakers to its language base (Alavi, 2008).

Given the state of Urdu language, there is a growing fear that the fate of Urdu journalism in India looks dismal. Nevertheless, figures from the annual report of the Registrar of Newspapers of India(RNI) about Urdu journalism are encouraging. As far as registrations are considered Urdu newspapers have shown significant growth in the last decade and a half.

“Urdu newspapers have witnessed a dramatic increase in average annual registrations from 2.3 per cent between 1993 and 2002 to 85.3 per cent between 2003 and 2015. The general impression of the steady decline of the Urdu media is not borne out by the registration data.” (Pandey, 2016)

Urdu media industry has also registered its online presence. Majority of the Urdu publications registered in all the categories Big, Medium or Small¹ have their web editions. In a first '*KashmirUzma*', an Urdu daily published by the Greater Kashmir Group from Jammu and Kashmir has recently started online news updating. In addition to this many social media platforms have been created that provide the news content in Urdu language. Unicode based Urdu language software have made computer generated content (CGC) easy and accessible in Urdu script.

Earlier, Urdu publications would only update images of their print editions on their websites but now Urdu content is available in text format which facilitates easy transaction of information online for Urdu users.

Because of the internet, Urdu has extended its reach much beyond its traditional boundaries. Today number of Urdu publications are published in many European countries, Britain and America. As the Urdu diaspora is spread worldwide the online publications have added a global importance to Urdu language.

After 1995 big business groups like Sahara group and Jagran group came forward and made investments in Urdu journalism, both print and electronic, which infused new life in it.

At the turn of the century some prominent newspapers started multiple editions. TV channels like ETV Urdu and Zee salaam were rich additions to the Urdu journalism industry. In 2015, ETV Network was taken over by Network18, owned by Reliance

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Industries. Now after almost three years ETV has staged a comeback with ETV Bharat - a digital media platform in 13 languages including Urdu.

'*Inquilab*', '*Munsif*', '*Akhbar-e-Mashriq*' and '*Urdu Times*' are some of the big Urdu newspapers today. Some of these are having multiple editions.

Urdu newspapers are also being published from Europe, America and Gulf countries. Some examples are '*Urdu News*'- Jiddah, '*Jung*'-London and '*Urdu Times*'-USA. This study attempts to understand the state of Urdu journalism in India and explore the challenges and opportunities that lie ahead for it.

Review of Literature

Media commentators, critics and scholars have written a lot about Urdu journalism and the problems it is facing. In an exploratory article AtherFarouqi (Farouqi, 2009) while examining the state of Urdu Journalism in contemporary India, argues that, after the independence Urdu Journalism in India failed to play a constructive role in shaping the sensibilities of Muslim community to cope up with the challenges of adjustment as a minority in secular India. For this he holds both the sender and the receiver of the medium responsible. He blames partly Urdu readership on the basis of 'reasons inherent in (their) nature and character'; and Urdu journalists individually for their leanings to particular political parties. Farouqi argues that Urdu journalism has often disturbed Muslim positions on "substantial issues" concerning both the community and the country as well by being prone to reinforcing a sectarian and emotional outlook among readers. He further argues that except for few new newspapers and electronic media channels Urdu journalism has by and large remained static.

In another research based two-part article Ankita Pandey (Pandey, 2016) after analysing the RNI database discusses the growth in registration of Urdu newspapers and their distribution across different periodicities, states and cities. In the first part of her work, on the basis of the analysis of the RNI data, she looks at how daily newspapers in Urdu have shown faster increase than the all other language papers in the country. She also looks at the concentration of Urdu press in five states and 23 cities with UP and Delhi leading among them. In the second part, Ankita, after comparing the distribution figures with Muslim and Urdu speaking population, contrary to the common perception, argues that higher rate of Muslim population and greater number of Urdu-speaking population, in a state does not guarantee the growth of Urdu print media in the state.

In his book on contemporary Urdu journalism in Delhi Shahid-ul-Islam (Islam, 2016) has identified and amply discussed the reasons for decline in Urdu journalism. The author argues that the rosy picture drawn by the numbers appearing in various reports like RNI etc., does not reflect the grim realities of ground. Islam in detail looks into deterioration of the institution of journalism in Urdu in terms of content, human resource and presentation. He also highlights the reasons that lead to answer the question as to why even many leading Urdu newspapers could not emerge as exemplary institutions of standard journalism. Comparing Urdu media with national media Islam says:

“In the time of big-bangs in information technology sector Urdu Journalism is struggling to keep its pace with the speed....This situation prognosticates that if Urdu media does not witness revolutionary changes they are going to lose what remains of their readers and audiences.”(Islam, 2016, pp. 226-227²)

If we look at the numbers Urdu journalism, particularly print media is growing, however, on ground it is losing the battle. Closer observation and analysis leads to safe conclusion that Urdu print media is failing to engage serious readers. Once enjoying the status of one of the mainstream opinion makers in India Urdu press has been relegated to negligible margins of contemporary media scene. Majority of the Urdu newspapers have been reduced to small time business ventures that prey on the remnants of government advertisements. Charges of official apathy apart Urdu journalism needs a serious introspection and revolutionary measures to reclaim the status it once relished.

This paper attempts to look beyond numbers and delve deeper into the problems that Urdu print media is facing today. In doing so, observations and opinions of the key players of the industry have been sought and discussed. After finding the challenges the paper also suggests the measures that are necessary for a healthy growth of Urdu journalism so that it carries forward the great legacy and tradition it created during a greater part of last two centuries.

Objectives

1. To find out the state of Urdu print journalism in India with special reference to Jammu and Kashmir
2. To explore the challenges that Urdu print journalism is facing
3. To suggest measures (if any) required for the improvement in the Urdu print journalism industry.

Research and Methodology

The study has both descriptive and exploratory aspects. It is primarily a qualitative study that aims to check the state of Urdu journalism in India and recommend measures for its sustenance and growth.

To achieve this a two-pronged approach has been adopted. In order to establish and understand the status of Urdu print journalism in present times latest annual report of the Registrar of the Newspapers in India (RNI) titled “Press in India” has been analysed. The figures given in the report help draw a quantitative landscape of Urdu journalism and also help in understanding its growth or decline in terms of numbers. Since the figures given by the RNI or in other surveys are only claimed ones, therefore, the reliability on mere figures can be misleading. We often see such figures are disputed and also, and more importantly, do not always reflect the reality with all its clarity and gravity. Figures many times help concealing what otherwise should be revealed. Therefore, in addition to this Personnel Interviews⁴ were conducted

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with some key players of the industry; the journalists to delve deeper into the issues of Urdu press. These journalists include reporters and editors of daily Urdu publications. These journalists were randomly selected from four States: Jammu and Kashmir, Delhi, Maharashtra and Telangana with experience in the industry ranging from 10 years to 40 years.

These Personal interviews revolved around four broad questions viz., Present scenario of Urdu print Industry, Challenges faced by the industry, Opportunities that lie ahead and finally, Suggestions for improving the state of Urdu print journalism industry.

Limitation

The paper has two parts. In the first part, overall picture of Urdu journalism on the national scene has been given after analysing the figures given in the RNI annual report.

In the second part Jammu and Kashmir has been specially focused. After analysing the quantitative data taken from the RNI and the Department of Information and Public Relations, JandK (DIPRJK) a sample of Urdu newspapers published in the State of Jammu and Kashmir has been selected for the study.

Jammu and Kashmir is one of the India's two administrative divisions with a Muslim majority population, Lakshadweep being second. According to 2011 Census the population ratio of Jammu and Kashmir is: Muslims are 63%, Hindus 28.4 %, Sikhs 1.9%, Buddhists 0.9 % and Christians 0.3%.

In order to understand the state of Urdu print media industry in the State, quantum and quality of the human resource engaged in the industry, in terms of having academic training in journalism, was checked through a survey. Four prominent dailies in both the capital cities of Srinagar and Jammu were selected for the survey, in which parameters like number of pages, editorial and reporting staff, status of their journalism training and gender was monitored.

Since the circulation figures are either only claimed ones or not given at all, therefore, the prominence of the selected newspapers was judged by observing their presence in market and popularity.

Throughout the analysis dailies have been specially focused, the reason being that the frequency of dailies, as compared to the publications of other periodicities, is more and as per the RNI figures, registration of daily newspapers has shown growth in 2016-17.

Another important reason for choosing dailies is, they offered greater uniformity of base and made comparisons easy.

Results and Discussion

Urdu is very widely spoken in India. Major concentration of the speakers of this language is, no doubt in Northern part of the country but South also has pockets

where good number of Urdu speakers are found. Out of 29 States and seven Union territories (UT's) of the Union of India Urdu publications, registered with the RNI, are being published from 22 States and 3 UT's. In terms of percentage State/UT's wise share of Urdu publications is 75.8 %, and 42.8%, respectively. For clearer comprehension of the status of Urdu print media nation-wide, the analysis of the annual RNI report, "Press in India" 2016-17, has been done under two subheads: a) Total registrations, and b) Circulation. The analysis is done here with a special focus on daily newspapers. This analysis of the quantitative data is followed by c) Analysis of Jammu and Kashmir as a special case in focus, again followed by qualitative discussion under the heading c) Challenges and Opportunities. This part is based on the Personnel interviews of the reporters and editors of Urdu print medium from different states. In this part the researchers have encapsulated the threats perceived by the key players of the industry and also reflect their opinions on future opportunities with suggestions for necessary improvements thereof.

a) Total Registrations

As per the RNI report of 2015-16 (figures of 'Press in India' 2015-16 are taken from Pandey, 2016), till the end of March 2016 the total number of publications registered with the RNI was 1,10,851; whereas by the end of March 2017 the same has increased to 1,14,820. This shows that in one financial year 4007 new publications were registered with the RNI. This indicates a net increase of 3.58 per cent in the total number of publications. In overall registered publications Weeklies form the largest number (37,829), followed by Monthlies (35, 449), and then Dailies (16, 580).

Out of 4007 fresh publications second highest number is of Dailies (869), preceded by Monthlies (1353), and succeeded by Weeklies (1208), Fortnightlies (305), Quarterlies (136), Other periodicals (116), and Annuals (20). Furthermore, Hindi publications are leading among the newly registered titles (2034), followed by Bilingual (313), and English (285).

Total Urdu publications registered in 2016-17 are 187; out of which 122 are Dailies i.e., 65 % of these newly registered Urdu publications are Dailies. Among all the languages in which Daily newspapers were registered in 2016-17 Urdu Dailies (122) figure at the second number after Hindi (442).

In terms of total number of registered publications with the RNI Urdu figures at 6th number (5193) with Hindi leading the chart (46587), however, with respect to total number of Daily publications Urdu newspapers (1897) are on second number with Hindi (7194) at the top of the list. However, as far as total number of publications, of all periodicities, is concerned Urdu (5193) figures at 6th number preceded by Hindi (46587), English (14365), Marathi (8618), Bilingual (8046), and Gujarati (5304). From 1957 to 2015 Urdu was at 5th number in terms of total registered titles; now it has been pushed down to 6th rank. For a language that is spoken so widely this indicates that even some regional languages are growing faster than Urdu in terms of numbers.

The data clearly shows that language press is growing in the country and this growth is led by the Hindi publications. It also indicated that the number of Daily newspapers is also rising in the vernacular press and Urdu newspapers are very much keeping up with the pace.

If we look at the total number of publications that filed, the Annual Statements there also Urdu Language Dailies have an impressive record. They are even ahead of English Dailies in this regard. Hindi Dailies (3996) are leading in this list also, followed by Urdu dailies (1236), Telugu (935), English (830), and Marathi (509).

b) Circulation

Total circulation (copies per publishing day) as claimed by the publishers, for the year 2015-16 was 61,02,38,581; whereas for the year 2016-17 the total circulation claimed was 48,80,89,490. It shows that overall circulation (copies per publishing day) has shown a decrease of 122, 149,091 (copies per publishing day), which accounts for 20% decrease in overall circulation since last financial year. Combined circulation of all dailies has also shown a decreasing trend. Claimed circulation of all the dailies in 2015-16 was 37,14,57,696; whereas in 2016-17 the same was reduced to 27, 53, 61,253. This shows the claimed circulation of daily newspapers has decreased by 34.9%. Even if we compare the circulation figures of daily newspapers given by Audit Bureau of Circulations for the last semester of 2017 (July- Dec) 121487 with the first semester of 2018 (Jan-June) 119503; this also shows a decrease of 1.63%.

Looking at the language wise circulation figures provided in the annual RNI report of 2016-17 Hindi newspapers are leading at 23,89,75,773 (copies per publishing day), followed by English (5,65,77,000) and then by Urdu (3,24,27,005).

In terms of percentage out of total circulation Hindi accounts for 48.96%, English 11.59 % and Urdu 6.64 %. Thereby Urdu has retained its third position in the country as far as claimed circulation of the publications is concerned. Here Urdu is ahead of Marathi (5.85%) and Gujarati (5.56%), the two languages that have left Urdu behind in terms of the total number of publications registered with the RNI.

After analysing the state-wise circulation figures of the Urdu newspapers we find that UP continues to lead this list (1,35,38,355), followed by Delhi (5203911), and Bihar (3194422); Jammu and Kashmir figures at the fourth position in this list with circulation figures at 2744480.

As per the RNI figures three newspapers have claimed the circulation of 100,000 (copies per publishing day), these are (in descending order): *Jadeed in Dinon* from Delhi, *Udaan* from Jammu, and *Aawami News* from Patna. The claimed circulation figures are 175200, 106875 and 106440, respectively.

In contrast, The Audit Bureau of Circulations⁵ (ABC⁶) figures, as certified upto

If we look at the total number of publications that filed, the Annual Statements there also Urdu Language Dailies have an impressive record. They are even ahead of English Dailies in this regard.

30th November, 2018 claim that the '*Munsif*' and the '*Siasat*' Daily, both from Hyderabad are highest circulated Urdu dailies with average qualifying sales for the former for July-Dec 2017 at 59541 and for Jan-June 2018 at 58,880; and for the latter at 41563 and 59541, respectively.

At the same time if we compare these figures with the other leading language newspapers, in terms of circulation viz., Hindi and English the figures are far more high. In case of Hindi for five leading dailies the circulation figures are 7-digit numbers i.e., 4,146,737, 4,367,541, 2,763,623, 2,711,504, 1,180,348 respectively, and in case of English from five leading dailies three have circulation figures a 7-digit number i.e., 3,198,449, 1,548,660, 1,168,613 each and remaining two have a 6-digit number i.e., 456,881, 382,888 each⁷.

This shows the huge difference of numbers between dailies of three languages that are most widely spoken in India across the states and communities. If we consider the ABC figures, then Urdu Publications are far behind than languages like Marathi, Gujarati and, Punjabi.

c) Scenario of Jammu and Kashmir

Numbers keep throwing up different scenarios that are also, often, contended by the players in the Industry. Beyond numbers Urdu journalism demands a closer and a qualitative look at it to understand its status and the problems it is facing. For this purpose, Jammu and Kashmir has been chosen as a sample for a small scale survey to have this closer view at the status of Urdu journalism. Since, JandK is the only Muslim majority State of India that has a large number of Urdu newspapers, it provides an insight into the topic under discussion. Another reason being Jammu and Kashmir is the only State where Urdu enjoys the status of being the only official language. Also despite having no native speakers of Urdu different ethno-social, religious and linguistic communities of the State use Urdu for mutual conversation, hence it is the only link language of the State. Importance of Urdu for the State of Jammu and Kashmir can also be gauged from the fact that except Urdu and English the number of newspapers in other regional languages and/or dialects is insignificant.

Before moving to the discursive side of the topic let us examine what the numbers have to say about the status of the Urdu print media in the State of Jammu and Kashmir.

Total population of Jammu and Kashmir, as per 2011 census, is 12,548,925 and literacy rate is 68.74%. As mentioned above, the State comprises of three regions. According to RNI, 1075 newspapers are published in JandK. These include: 453 English, 395 Urdu, 108 Hindi, 91 Bilingual, 11 multi-linguals, 7 others, 4 Punjabi. It is the fourth State in India with largest circulation of Urdu newspapers i.e., 2744480.

If we look at city-wise distribution of news publications Srinagar has 93 dailies, 106 weeklies, 48 others; Jammu has 107 dailies, 167 weeklies and 103 others.

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Putting together the twin cities have highest number of publications 624. In addition, 451 are published from other areas.

As far as Urdu press in the State is concerned besides the RNI figures the list of empaneled newspapers approved for the categorization under the new Advertisement Policy -2016 by the Department of Information and Public Relations, Jammu and Kashmir (DIPR JK) shows that total number of approved newspapers in the State is 440 among which 204 are Urdu publications (122 in Kashmir and 82 in Jammu). Total number of Urdu dailies as per this list is 91 (61 in Kashmir and 31 in Jammu), number of Urdu weeklies is 101 (60 in Kashmir and 41 in Jammu), number of publications of other periodicities is 12 with three bi-lingual (1 weekly), 1 multi-lingual (weekly), 4 fortnightlies and 1 magazine. Among the limited approved publications 46.3 % are Urdu.

Pertinently, a Kashmiri daily '*Sanagarmal*' has wrongly been shown in the list as an Urdu daily. Also, the column for circulation in the list of empaneled newspapers has many blank entries that means many publications have not submitted their circulation figures. Majority of such publications are from Kashmir division. The circulation figures that are available in the list are the claimed ones, therefore they are not completely reliable. We have to accept these figures in the absence of any proper verification mechanism.

Periodicity and language wise break-up of the data given in the RNI annual report 2016-17, shows among the total Urdu publications in JandK there are 116 dailies, 245 weeklies, 15 fortnightlies, 11 monthlies, 4 quarterlies, 3 others and 1 annual publication. Urdu publications account for 37% of the total publications, English has a share of 42% and Hindi 10%. Therefore, in terms of dailies too Urdu holds second place in Jammu and Kashmir.

A survey of four prominent Dailies in both the cities of Kashmir and Jammu was conducted in which parameters like number of pages, editorial and reporting staff, status of their Journalism training and gender was monitored. For details see (Table- 01).

In Kashmir Division, '*Kashmir Uzma*' and '*Tameelrshad*' have a wide reporter base of their own which is spread across the division. In addition to this '*Kashmir Uzma*' being a sister concern of Greater Kashmir also takes reports from the reporting staff of their English counterpart which makes its man power more than double. The other two leading dailies, '*Aftaab*' and '*Srinagar Times*', despite being the oldest ones have no reporting staff. In Jammu division similarly only '*Kashmir Uzma*' (Jammu edition) and '*Udaan*' have a strong reporting base of their own. Like in Kashmir, in Jammu also both these papers are newer as compared to other two publications '*Lazawa'l*' and '*Taskeen*' that have no reporters working for them, not even in City or District headquarters.

There are no female editors or reporters in these newspapers showing a gender imbalance in the Urdu newspaper industry. '*Daily Aftaab*', one of the oldest running newspapers of the Valley, is the only Urdu newspaper office that has a

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female lay-out designer and a female cartoonist. 'Aftaab' and 'Srinagar Times' are the newspapers that have to their credit many innovations and thus have played an important role in modernizing the press in Kashmir. These were the first two newspapers of the State to start offset publishing in 1970's, that made the photojournalism possible in Jammu and Kashmir (Sufi, 2006). In the past, these two newspapers served as launching pads for many senior journalists in the valley. But today when look at the infrastructure, human resource and other parameters their situation looks dismal. Instead of growing these institutions have declined with passing time.

All these newspapers in both the divisions rely heavily on the reports of the news agencies, both local and national. And most importantly except one Srinagar based daily no other newspaper have editors or reporters who are possessing any formal training in Journalism. whereas in English press most of the editors and reporters are from mass Communication and Journalism background.

This small scale survey shows us some of the weaknesses that Urdu press is largely infested with. Majority of the Urdu newspapers all over country except a few in Delhi, UP and Hyderabad are running in similar conditions.

With this kind of meager resource base how will Urdu print media survive the tough competition it faces in the market. Also, in this dismal condition it is impossible to serve the information needs of a modern reader of Urdu papers who is surrounded with all kinds of modern gadgets that bring minute to minute details literally on his finger-tips.

d) Challenges and Opportunities

Challenges that Urdu print media is facing are enormous but at the same time because of new communication technology many important new opportunities have been created in the Urdu journalism industry. Following discussion is the sum total of the opinions obtained from the Urdu journalists of various states through Personal Interviews. Wherever possible the interviews were taken face-to-face while some interviews were taken on telephone.

Challenges

The challenges that Urdu Journalism, in particular Urdu print media industry, is facing are inalienable from the problems Urdu language in general is struggling with. As mentioned earlier, Urdu language started as a common language then enjoyed official patronage thereby it also was adopted by the elite and in fact it also developed an elite oriented variant of itself which was told apart from *bazaar* Urdu, seen lowly by the elite. In its peripheral areas speaking and writing in Urdu became a status symbol also. However, after the partition its impact started receding. It lost its status. Same opinion is held about the Urdu newspapers. Majority of the journalists, interviewed, argued that the first challenge in front of Urdu journalism is to regain the status of language. Many challenges that the industry is facing stem from this challenge.

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As it has lost appeal, naturally its impact has also reduced. As one journalist puts it, “It has lost glamour. It neither gives status nor employment these days.”

This perception and feeling of being looked down upon or being seen as insignificant has gone deep in the psyche of many Urdu journalists.

The freedom and fairness of press are defining measures of an effective democratic system, monitoring its power and making it accountable. There is no or very less connection between the government functionaries and Urdu press.

If journalists feel they are unable to make an impact or bring a change they lose their motivation which also reduces the trust level in the medium.

Decreasing circulation is another challenge that the industry is facing. This, although, is not restricted to Urdu only; as the ‘Press in India’ 2016-17 report of RNI shows that there is 20% decline in overall circulation of newspapers. Online journalism and its expansion among the masses, due to mobile internet facility, is believed to be a significant factor behind the decrease. Because of decline in circulation Urdu newspapers are losing out on government advertisements. As Directorate of Advertising and Visual Publicity (DVAP), Ministry of Information and Broadcasting, Government of India follows a criterion in releasing advertisements to newspapers, circulation figures are an important item on that list.

Furthermore, on the basis of the circulation publications are classified as Small, Medium and Big, that too has a bearing on advertisement ratio. Same categorization is followed by the state government publicity departments too. Since, Urdu publications have relatively less circulation that means less share of advertisements. Because of restricted readership, Urdu publication also receive less corporate attention in terms of release of advertisements. This scenario has reduced most of the Urdu publications to hand to mouth concerns. Less earning also means less spending. Because of, what many editors cum owners of Urdu publications claim, meager income, their investment in resources is also less. Therefore, as compared to English press or even Hindi press we don’t see much improvement in quality, in terms of content and human resource, of Urdu newspapers.

Except few newspapers, largely there is a dearth good professional journalists with diverse skill-set in Urdu print industry. One that Urdu is failing to attract young talented journalists and those who are present in the industry are also leaving for better opportunities. Television albeit is an exception to this trend.

Editors and reporters working in Urdu print media complain of anomaly in salaries. An editor in English draws much more than an editor in Urdu. Observations of the researchers does confirm to such anomaly existing in Print media industry in Jammu and Kashmir.

It was also observed that many regional newspapers have started their Urdu editions to add to their financial resources only. These Urdu newspapers are maintained at minimum expenditure basis. Often the cost cutting is done by reducing circulation

The freedom and fairness of press are defining measures of an effective democratic system, monitoring its power and making it accountable. If government functionaries become indifferent to press it means failure of the monitoring mechanism.

and also by giving out these newspapers on contract to government employees working on part-time basis as sub-editors cum lay-out designers. They receive daily bulletins from various local news-agencies, whose sources of earning, often, are not disclosed. In addition to this they also subscribe to national news-agencies like UNI, for which they gain extra points as per DAVP criterion. These editors cum page designers, simply download the news items and place them on the pages.

Therefore, such Urdu newspapers instead of becoming independent institutions merely become a financial support base for the newspaper owners. With the result, majority of the Urdu newspapers have become examples of one-man or few-men army, with no organizational structure and no hierarchy. This adversely impacts the quality of content in Urdu journalism and paves way for bad precedents like yellow journalism. Such practices have also caused a dent to the image of Urdu journalism.

Urdu journalism industry, therefore, does not get professionally trained new talent which also leaves the field open for mediocre. The fact is that it is hard to find a break through story in Urdu press.

Journalists also shared this concern that in comparison to English press Urdu press lacks variety of news-beats. Human interest stories, reports on policy issues in the field of economy and development, and beats like lifestyle are missing in Urdu journalism. In some top Urdu newspapers even the lead news comes from the agencies as there are insufficient reporters to follow the lead of the day.

Opportunities

Given the enormity of the challenges counted by the Journalists, who were interviewed by the researchers, there are not many encouraging opportunities until industry goes through revolutionary changes. The opinions of the interviewees in this regard are summed up here.

In the age of digital technology, language in itself is an opportunity. Urdu still has a very large speaker base in entire India. As it happens to be the official language of neighboring Pakistan and then there is a huge diaspora of Urdu speakers living across the world, especially in gulf countries, Europe and America, Urdu language has many takers around the world. This language is still having an opinion maker role in the states of India like JandK.

Urdu print industry needs to reach out to its diverse readers and address their tastes and concerns. The industry needs to raise its standard to the level of English and even Hindi press of the country in terms of lay-out design, print quality and quality of content.

Today when the print circulations of all major newspapers, across the globe are showing a decline, online editions are offering new business opportunities. When the “new media arrives, old media has to reinvent itself to stay in business”, Urdu journalism needs to repackage itself in the changed environment. It has an opportunity to resurrect itself.

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Suggestions

To maximize the opportunities Urdu media has to take some drastic measures. Based on the views of the key-stake holders i.e., the practitioners of Journalism in Urdu, following suggestions are formulated.

Internet has opened many a gates of opportunities for media in general. Urdu can also benefit from this by adopting the innovations in the communication sector and technology based on internet. Maintaining proper online presence and enriching it can help Urdu industry players to effectively tap the diaspora market and hook the international audience.

Examples of multi-media Urdu platforms available in India and/from India are negligible. This is the area where future lies. Owners of Urdu print media have to make advancements into this direction and make ventures more useful and profitable. Urdu Journalism has to come out of its 'fill-in-the-blank' role and take its proper position in the media milieu of the country and the world.

Editorial pages of the Urdu publications are to be improved and enriched. These pages should reflect the diversity of opinions; not a particular slant and shade only so that these newspapers become more inclusive. It has to be mainstreamed and delinked from a particular religion based identity.

Standard journalism will invite standard readership. Urdu needs to make urgent measures to improve the standards of Journalism.

Corporate houses like Sahara, Reliance and ETV have invested in Urdu Journalism. These ventures have generated hope and infused optimism in the industry. More such ventures are needed to widen the resource base of Urdu Journalism so that its status is elevated and it caters to the needs of its readers more effectively. Mere sentiments cannot help a language or its allied industries survive unless they are backed by capital.

Urdu newspapers need to strengthen their marketing departments in order to reach out to the expanding corporate sector of India.

Special attention has to be given to human resource generation in Urdu media. Advanced training modules need to be designed with focused attention on the requirements of Urdu journalists to upgrade their skill set and to acquaint them to the new media technologies and changing landscape of media. Journalism schools need to launch Urdu journalism courses to strengthen the human resource base.

End Notes and References

1. The categories are made by the Registrar of Newspapers of India (RNI) on the basis of circulation.

Internet has opened many a gates of opportunities for media in general. Urdu can also benefit from this by adopting the innovations in the communication sector and technology based on internet.

2. The translation has been done from Urdu by the authors.
3. Registrar of Newspapers for India (RNI), is a Government of India statutory body of Ministry of Information and Broadcasting for the registration of the publications, such as newspapers and magazines in India. Compilation and maintenance of a Register of Newspapers containing particulars about all the newspapers published is one of the statutory duties of the RNI. It also prepares and submits to the Government on or before 31 December each year, a report containing all available information and statistics about the press in India with particular reference to the emerging trends in circulation and in the direction of common ownership units etc. See: https://en.wikipedia.org/wiki/Registrar_of_Newspapers_for_India
4. The interviews were conducted from 11 December, 2018 to 24 December, 2018.
5. The Audit Bureau of Circulations (ABC) of India is a non-profit circulation-auditing organisation. It certifies and audits the circulations of major publications, including newspapers and magazines in India. Admission of publishers to ABC membership is subject to a satisfactory admission audit. ABC has a system of recheck audit and surprise check audits of publications to be carried out as and when ABC deems appropriate. The records are checked and facts and figures scrutinised by impartial Auditors, and only then is the Certificate of Net Paid Circulation issued. See: [https://en.wikipedia.org/wiki/Audit_Bureau_of_Circulations_\(India\)](https://en.wikipedia.org/wiki/Audit_Bureau_of_Circulations_(India))
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Tab.01: Details of leading Urdu dailies of Srinagar and Jammu as on 20 Dec, 2018⁸

Srinagar									
Name	Pages	Editors (Full-time and/or Part-time)	Course in Journalism	Gender	Reporters	City	District /Tehsil	Course in Journalism	Gender
Kashmir Uzma	12	8 (5/3)	None	Male only	13	03	10	None	Male Only
Tameel Irshadz	12	05 (2/3)	Diplo- ma one	Male only	09	01	08	PG one	Male only
Aftaab	12	06 (2/4)	None	Male only	None	-	-	-	-
Srinagar Times	12	02 (full-time)	None	Male only	None	-	-	-	-
Jammu									
Kashmir Uzma	12	05 (full-time)	None	Male only	23	None	06/17	None	Male only

Daily Udaan	12	02 (full-time)	None	Male only	19	02	17	None	Male only
Laza - waal	12	02 (full-time)	None	Male only	None	-	-	-	-
Tas-keen	12	01 (full-time)	None	Male only	None	-	-	-	-

Urdu Journalism: Challenges and Possibilities in The Digital Age

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Abstract

Contrary to the popular belief, Urdu is not a language restricted to any particular community or religion. Since its inception and development during the Mughal era, Urdu as a 'ubiquitous' language has connected to the ordinary people. The literary works of Faiz, Manto and Ismat Chughtai, were not just popular but also captured the contemporary socio-political situation. The mention of India's independence struggle is incomplete without the contribution of the Urdu Press which played a pivotal role in mobilization of the masses, especially in the northern region of the country. However, after the partition, Urdu Press has seen a decline with newspapers mostly catering to niche readership. This paper is an attempt to explore the reasons for this setback, including the 'otherisation' of the language, revenue patterns of the Urdu Press, lack of resonance with readers, selective criticism of religious polemics etc, in detail. Also with the growing digital opportunities, the paper tries to explore the relevance of Urdu journalism and suggest ideas for its development, innovation and adaptation.

“Ye ‘nanak’ ki ye ‘Khusro’ ki ‘daya-shankar’ ki boli hai
ye diwali ye baisakhi ye eid-ul-fitr ye holi hai,
magar ye dil ki dhadkan aaj-kal dil ki jalan kyun hai
watan mein be-watan kyun hai”

This is the language of Nanak, Khusro and Daya Shankar
This is Diwali, Baisakhi, Eid-ul-Fitr and Holi,
Why has this heartbeat become a cause of heartburn?
Why is it in exile in its own country?

Written by poet Manzar Bhopali, these lines capture the uncertain state of the Urdu language in a country where it was born.

The Origin And Impact Of Urdu Language In India

The ancestor of Urdu is known to have been a fully formed language in the 12th century and it picked up words of Persian, Arabic and Turkish under the process of lexical borrowing (Rahman, 2011). The classical theory is also that it was one

of the many daughters of Sanskrit. (Nariman, 2010) mentions, “The word (Urdu) is derived from Zaban-E-Urdu-Muala, the language of the ‘exalted camp’, which was the camp or court of the ruling sultan of Delhi”. It is also said that *the Khari Boli* speech of Delhi and the surrounding areas got more Persianised — and Sanskritised till it came to be called Urdu. The language’s earlier practitioners also referred to it variously as *hindi/jhindvi* (i.e. ‘Indian’ as opposed to Persian), *zaban-e-dehlavi* ‘the language of Delhi’, *gujri*, when it was written in Gujarat, *dakani*, which is actually the speech used extensively throughout the Deccan. It was later called *rekhta*, a term originally used for a poem which composed partly in Persian and partly in Urdu (Matthews, 2003).

Towards the end of the eighteenth century, Urdu became a prominent language in India which the British also realised and made it the official language around 1830s. It is also important to mention that among those of the other modern languages, Urdu boasts of a great and important literature. The eighteenth century is known to have been a golden period for Urdu literature categorised with successful innovation, dynamism and attainment of maturity.

The poetic verses of stalwarts like Muhammad Quli Qutub Shah, Mir Taqi Mir and Mirza Ghalib were not simply ‘mesmerising’ but encapsulated the information regarding the times they lived in. Works of nineteenth century great prose writers such as Sayed Ahmad Khan, Shibli Nu’mani and Nazir Ahmad documented the evidences for India’s recent history and formed a significant part of the rich and diverse heritage of this country.

The pioneers of Urdu language from between 16th and late 19th century, translated a number of books of science, transferring the scientific knowledge in Urdu and enriching the language (Roomani, 2018).

During the twentieth century the ‘Progressive’ writers produced works which played a crucial role in the movement for independence. Driven by a radical and scientific approach to the problems of the society the literature produced was more useful and purposeful. As Akhtar and Zaidi (2006) mention, “The history of Urdu poetry would be considered incomplete without poets like Faiz, Majaz, Jafri, Majrooh, Jan Nisar Akhtar, Makhdoom, Sahir and a host of others. From 1935 to 1975 poetry has given effective expression to a range of social experiences, longings, desires, dissent and aspirations to successive generations. This poetry is not of luxury and indulgences. It is about the common man—peasants, factory workers whose hands are smeared with mud on their hands and sweat on their brows. This poetry is a declaration of war against upper class exploiters. It is about the fast receding night and the impending dawn”.

Works of writers like Krishan Chander, Ismat Chughtai, Saadat Hasan Manto, Mumtaz Mufti and more, shed light on the intellectual movements within a culture and played a pivotal role in disseminating progressive values. A large number of novels and short stories written in the aftermath of the Partition of India and the riots that followed are some of the most exemplary and provocative pieces of literary work.

Driven by a radical and scientific approach to the problems of the society the literature produced was more useful and purposeful

The Urdu Press And The Struggle For Independence

According to Chandan (2011), “India’s Urdu Press is the successor of the oldest manuscript journalism which appeared in Persian in the sub-continent under the Mughal Administration and earlier.”

The first Urdu newspaper in India was published by an entrepreneur of Calcutta, Hari Har Dutt by name, under the title of “*Jam-i-Jahan Muma*” (a Persian term meaning ‘Mirror of the World’) in March 1822, just six years after the first short-lived Bengali journal, “Bengal Gazette” was published. The language at that time was called *Hindustani*. Almost all the Urdu papers published in the first half of the 19th century have known to replicate the format, column arrangement, the front page make-up and the editing pattern of *Jam-i-Jahan Muma*. Though a number of writers have dismissed the newspaper as an attendant of East India Company’s Administration, veteran Urdu journalist Gurbachan Chandan, after his thorough research claimed that the publication was actually overlooked by the historians.

He further mentions that the British saw the newspaper as an instrument of political awakening and this led to the issuing of press ordinance (1823) which was strongly protested by Raja Mohan Roy. Roy shut down his Persian paper in protest of the British Government’s refusal to withdraw the ordinance. According to Chandan (2011) this was the first protest, by a language paper, against a curb on the Press.

Later, many Urdu newspapers were launched, including *Aaeena-i-sikandari* (with an Urdu supplement in 1834), the weekly *Kohinoor* (1850), the Urdu Guide (1858), *Roznamha-e-Punjab*, *Oudh Akbar* (1858), *Nusrat-ul-Akhbar* (1877) and several more. The Urdu Press in Delhi became highly critical of British government and highlighted civic issues like drainage, sanitation and corruption. Munshi Sajjad Hussain’s *Oudh Punch* (1877) poked fun at the British administration and used humour to forge Hindu-Muslim unity.

Known as the first spot reporter of Urdu, Maulvi Mohammed Baqar played a significant role in the 1857 freedom struggle with his *Dehli Urdu Akhbaar*, the first litho-based Urdu newspaper. In the words of Safvi (2016), “Baqar used stirring prose and verse to uplift the spirits of the Indian soldiers and to ensure the unity of the Hindu and Muslim soldiers fighting the British army.” Sir Syed Ahmed Khan also played an enormous role in promotion and establishment of Urdu journalism with launch of *Syed-ul-Akhbar* (1836), *Risala Khair Khwah-i-Musalmanan* (1860), Aligarh Institute Gazette (1866) and *Tehzeeb-ul-Akhlaq* (1870).

At the dawn of 20th century, the political and social movements launched by the Congress, the Muslim League, the Hindu Mahasabha and others, influenced Urdu journalism. Maulana Abul Kalam Azad’s “*Al-Hilal*”, known for its unique style and expression, strongly advocated the cause of Hindu-Muslim unity and wired the idea of Indian nationalism. Mahshe Krishnan’s *Pratap*, which robustly supported Gandhi’s policies, Swami Shraddhanand’s *Tej*, Arya Samaj’s *Pratap* known for its nationalistic editorials and Jawaharlal Nehru’s *Qaumi Awaaz* created a great influence on readers while strongly supporting the independence struggle.

In an interview with the *Hindustan Times*, Historian and author Rana Safvi, who translated Zahir Dehlvi's *Dastan-e-Ghadar*, said that Urdu had become a representative of the fight for independence. Talking about the Progressive Writers' Movement, Safvi (as quoted by Bali (2017)) said- "An awakening spread during the Progressive Write that Urdu needs to be taken beyond *gham-e-jaana* (lamenting for the beloved) and used as an unifying tool for the reformation of society".

The Decline Of Urdu Press After Independence

Urdu Press received a major setback during and after partition. The offices of Urdu newspapers like *Milap* were raided and scorched by mobs in Pakistan. Due to the unrest, the *Pratap* also shifted to Delhi from Lahore. The trends during the partition decade also indicate the politicisation of the language which projected it as the language of the Muslims. As a result, the news, editorials and analysis were now being looked through a lens which became representative of a single community. This created a gap in readership which was then fulfilled by Urdu journalists who had migrated from Pakistan. Newspapers like *Pratap*, considered to be most vociferous took to communal and destructive approach which originated from the ravages they had suffered (*Amanullah*, 2011).

The nation was divided and so was the press. There were Hindu-owned newspapers and the Muslim-owned newspapers. The rift was deepened and issues like minority status of Aligarh Muslim University, Article 370 on Kashmir, Common Civil Code, the Babri Masjid and communal riots started making headlines in Urdu Press. As Gurbachan Chandan told in an interview to (*Amanullah*, 2011) - "The Urdu Press is yet to recover from the shadow of the two-nation theory".

The 'Otherisation' Of Urdu Language

Jeffrey (1997) writes about the status of Urdu language in India- "From one perspective, the place of Urdu in India can be seen as a distorted reflection of the place of English. Both are used all over India. Both are sometimes portrayed as the languages of conquerors or traitors. But where English is considered to be the language of the wealthy, Urdu is now regarded as primarily a language of the poor, particularly of poor Muslims".

It is known that both Jawaharlal Nehru and Mahatma Gandhi supported the idea of making *Hindostani* the official language of India which could have made Hindi and Urdu relevant even after the independence. But the idea was protested and Nehru gave in to the demand of making Hindi the official language.

Even the state of Uttar Pradesh, where there were demands for the recognition of Urdu as the second language, saw a grim opposition. Consequently, in UP under the Official Languages Act 1951, Hindi was declared the official language and no room was provided to Urdu. The UP Board of studies declared that Hindi would be the sole medium of instruction and examination at the high school level. The government decided to stop aid to Urdu medium schools. Even under the "three language formula" Sanskrit was chosen over Urdu as the third language (Pai, 2002).

An awakening spread during the Progressive Write that Urdu needs to be taken beyond *gham-e-jaana* (lamenting for the beloved) and used as an unifying tool for the reformation of society".

The large areas of northern and central India including the states of Uttar Pradesh, Bihar, Madhya Pradesh and Rajasthan saw the virtual deletion of Urdu language as a medium of instruction in schools (Mustafa, 2019).

The state of Urdu in education has been rather precarious. While writing about the state of Urdu education in medium primary schools in Uttar Pradesh, Farouqui (1994). Mentions - "At a few places these schools are run by local bodies where teachers were appointed...Most of the people appointed...the so-called Urdu teachers, generally do not even understand what is meant by the term Urdu medium... Therefore, in UP, Urdu education means teaching Urdu as a subject. It is unfortunate that few of the so-called Urdu teachers in UP can even read the books in Urdu script meant for primary classes".

Renowned Indian poet and Urdu critic Shamsur Rahman Faruqi in his interview with (Farouqui, 1995) stated the about the reversing strategy of the university level teachers who in order to secure their jobs convinced the authorities of enrolling inept students (including the ones who did not read Urdu at any level) to enroll for BA or MA in the subject. Done in order to ascertain admissions, this move, according to Faruqi proved to be futile as these incompetent students moved on to teach at universities to teach the likes of them and so the entire educational status of Urdu went downhill.

The language continued to face political negligence with no heed paid to the reports of the committees set up under I K Gujral (1972), Ale Ahmad Suroor (1979) and Ali Sardar Jafri (1990) to recommend measure for advancement of Urdu language. Over the years political benefactions for Urdu have been rather superficial and used in vote bank politics and appeasement of minorities. Scholarly studies show that Urdu has suffered marginalisation and that its social landscape is shrinking. It is surprising to see that the fall in Urdu speakers has been significant in the two largest Urdu-speaking states in the modern-day Hindi belt- Uttar Pradesh and Bihar (Daniyal, 2018).

The 'otherisation' of Urdu is also a consequence of the reactions to its script and further due to the alienation of the language from the mainstream processes of education, administration. Under growing communalisation the language has always been associated with Islam, reduced to the 'language of Muslims' and further due to political apathy the Urdu education has been relegated to the *Madrasas*.

Urdu Journalism or Islamist Journalism?

The short-sighted and self-serving policies of the Muslim leadership, endorsed by the political compulsions of Indian Muslim elite, which campaigned for Muslims to 'own' Urdu also contributed to the diminution of the language and prevented the emergence of new generation of Urdu users among Muslims with a secular outlook. This further resulted in a void in Urdu Journalism which was with filled madrasa graduates and thus, culminated the process of transformation of Urdu Journalism into Islamist Journalism (Farouqui, 2011).

The 'otherisation' of Urdu is also a consequence of the reactions to its script and further due to the alienation of the language from the mainstream processes of education, administration

Progressive debates concerning the educational crisis in the community, under representation in public employment or the general economic status, took a backstage as communal issues (fight for minority status of Aligrah Muslim University, for Babri Masjid and against the Hindu fascist forces) and stereotypes dominated the reportage in Urdu Press. As Farooqui mentioned that a number of Urdu weeklies, fortnightlies and monthlies published from Delhi, enjoy the patronage of Muslim leadership, advocate the respective ideologies and receive their funding from the same sources which finance the activities of fundamentalist Muslims. (Urdu Press in India, Ather Farooqui). This drifted the emerging middle-class among of Muslims away from Urdu newspapers as their content didn't resonate with their needs and tastes (Amanullah, 2011).

Urdu Media often faces criticism for being the mouth-piece of Muslim community, counting on popular biases and underpinning the idea that it is difficult to be a Muslim in India. There is lesser room for objectivity, extensive worldview and holistic analysis (Srivastava, 2018).

Speaking about the Urdu channels Broadcast professional Aslam Farshori noted that how the broadcasting of religious programmes, for the sake of TRPs, has compromised on the shows related to culture and literature. He said (as quoted by Times of India, 2015), "Urdu channels have begun to borrow ideas of content from Islamic evangelical channels. Instead of *Hindustanipan*, the Urdu channels mimic channels like QTV".

The shrinking of the socio-political views and opinions in the Urdu newsrooms has further led to a stage where the diversity, in form of content as well as human resources, has been severely affected over the years. This is happening in a country where a large number of Urdu language newspapers, that were published pre-Independence, were either owned or edited by eminent members of the Hindu community.

Representing Muslim Interests?

The "institutionalised victimisation" of Indian Muslims by the Indian state machinery and agencies, is often the key narrative which is overplayed by some Urdu publications. This might not be the case with all publications but several times it is done at the expense of the progressive news and views concerning the socio-economic condition of the community.

There is also a bias in coverage based on Sunni and Shia divide. "Most of the Urdu newspapers represent Sunni Muslims and thereby promote Sunni world views and religious epithets. All the Sunni clerics get wider coverage in comparison to Shia clerics. Exceptions to this include Sahafat, Inquilab and Aag" (Khan and Vats, 2018).

Some Urdu newspapers have also displayed hypocrisy in their political coverage during the 2014 elections when some of them were seen running advertisements

praising and calling for supporting political parties. The ads as per a report published by the NDTV were “a not-so-subtle targeting of minority votes when the Election Commission’s Model Code of Conduct was in place (Jain and Masih, 2014). Some publications are often seen glorifying Muslim leaders and Muslim political parties like the All India Majlis-e-Ittehadul Muslimeen (AIMIM) in Hyderabad, All India United Democratic Front in Assam, Indian Union Muslim League in Kerala, and Peace Party of India and Rashtriya Ulama Council in Uttar Pradesh. However, after the 2014 general elections and 2017 UP assembly election, the same newspapers were critical of the Muslim political parties for dividing Muslim voters and political leaders (Khan and Vats, 2018).

A matter of great concern is the shrinking of liberal space in Urdu media which doesn’t even provide room for coverage of fundamental issues related to rights of Muslim women. “Today’s Urdu press mostly controlled by the clerics has a very restricted space for the dissenting views on current affairs. A review of the country’s Urdu dailies on the ongoing ‘divorce debate’ makes it pretty self-explanatory. Be it the Uniform Civil Code or the controversial issue of Triple Talaq, it is not difficult to see the brazen breach of the journalistic ethics in the Urdu press (Dehlvi, 2016)”. Any contestations against misplaced patriarchy, mullahs’ male chauvinism or violation of Muslim women’s rights are rarely published.

Erratic Revenue Pattern

After independence the dwindling circulation of Urdu newspapers, especially in the North India, has added to financial woes of Urdu journalism. Also the bulk of educated Muslim readership migrated to other language mediums. What escalated was the insecurity and inability of the Urdu newspapers to pay for news and features services. On-the-spot reporting went for a toss and most of the reportage was a rehash of other Hindi and English newspaper reports or bulletins in the radio. The underpaid and inexperienced staff was churning poor quality articles which further failed to attract advertising revenues for the newspapers. (Sikand, 1994).

It has been observed that even the Muslim business firms give very few ads to Urdu publications compared with English and Hindi periodicals. After all, the purpose of advertisements is to reach the consumer class that is the middle-class and doing it through Urdu publications is a futile exercise (Farouqui, 2011).

Despite the political apathy, the Urdu newspapers have been receiving concessions from the government but they are not put to utilisation. There are a number of cases where the Urdu paper are registered just in order to receive advertisements and quota of newsprint. These papers do claim to publish greater numbers but in reality their publication is just restricted to fifty or hundred copies (Farouqui, 2011).

Due to financial pressures the practice of ‘*lifafa* journalism’ or paid news has also become rampant. *Lifafa* (envelope) Journalism is a vernacular term that implies an unethical practice of accepting bribe (or an envelope) (Sulehria, 2018). Just by bribing one can get the coverage of his/her choice. It has increasingly become crucial for papers to stop this practice which is against the journalistic standards.

“Today’s Urdu press mostly controlled by the clerics has a very restricted space for the dissenting views on current affairs.

The revenue patterns in Urdu Press has mostly received negative remarks from the economists, which in turn has repelled investments from big media or corporate groups (including India Today and Tehelka) to launch any venture in the language (Amanullah, 2011).

Khan and Vats (2018) mention, “Indian Urdu newspapers have never been in the leading, or even comfortable position, with regard to political, economic, technological and social resources. Little has been done in terms of formulating an industrial policy to build a stable, independent and critical media...While Urdu newspapers in India are exploited by several political parties, the publications themselves have been unable to reap major financial rewards”.

Debate Around Circulation Figures

The issue around the decline of Urdu Press has been contested by the circulation figures of Registrar Newspaper of India. Contrary to the popular perception, the RNI data suggest that over the past decade, both registration of Urdu newspapers and the participation of non-Muslims in the Urdu newspaper industry, have increased.

Per *RNI*, Urdu newspaper registrations increased during the mid-1960s, in the late 1970s in the aftermath of the end of the Emergency, during the late 1980s and early 1990s - a period that witnessed political instability, communal conflicts, and economic liberalisation - and again after 2006. With 6,723 newspapers registered between 1957 and 2015, Urdu boasts of the fifth largest number of newspaper registrations, behind only Hindi (50,766), English (18,754), Bilingual (9,761), and Marathi (9,166) (Pandey, 2016).

According to the latest data available on the website the total circulation of publications during 2016 and 2017 was recorded at 48,80,89,490 out of which 23,89,75,773 were Hindi publications, 5,65,77,000 were English and Urdu has a share of 3,24,27,005 publications (Registrar of Newspapers for India, 2017).

Table 1

The total number of registered publications in India, as on 31st March, 2017

Total circulation of registered publications	48,80,89,490
Hindi Publications	23,89,75,773
English Publications	5,65,77,000
Urdu Publications	3,24,27,005

Source: Registrar of Newspapers for India.

However, time and again research scholars have questioned the authenticity of the data aggregated by RNI on Urdu publications. Farouqui (2011) mentions- “Surprisingly,

the office of the Registrar of Newspapers plays a passive role and does not try to find out if the figures submitted to it by the respective (Urdu) newspapers are authentic.

Giving the reference of RNI's 1998 reports, Amanullah (2011) mentions that a significant section of the newspapers, particularly the small ones (which are considered to be in majority in Urdu Press) do not submit their annual statements to the RNI office. Also the RNI report's, Press in India 2004-05 acknowledges that out of 60,413 registered publications as on 31 March 2005, only 7,225 publications submitted statements that year.

Looking at this, it seems difficult to get an authentic account of the actual circulations figures of Urdu newspapers. However, in government records the Urdu journalism is on favorable trajectory.

The North V/S The South

The post-independence period was rather disadvantageous for the progression of Urdu vis-à-vis Hindi especially in Northern India. Similar fate was met by Dakhani (Deccani) Urdu, with the demise of the Hyderabad princely state and the formation of Andhra Pradesh (now Andhra Pradesh and Telangana) with more emphasis on Telugu. However, the fine literary works of poets like Sulaiman Khateeb and Ghouse Mohiuddin Ahmed, also known as Khamakha, and documentation of the importance of the language in form of films like *Angrez*, *Hyderabad Nawabs* and filmmaker Gautam Pemmaraju documentary 'Tongue Untied: The Story', have tried to preserve the unique language and revive people's interest in the same (Venkatesh, 2017).

Commenting on the state of Urdu language in Southern India Farouqui (2010) writes - "Without doubt, the Muslims of the South India, particularly Karnataka, are today recognising Urdu as their language and a symbol of their religious identity in the changed political milieu, even if Urdu was never their language in the past when they were greatly distanced from the Muslims of North India."

Such a distinction has also been recorded in the journalistic practices. Giving the references of newspapers like *Nasheman* (Bangalore), *Inquilab* (Mumbai) and *Rahenuma-e-Dakkah* (Hyderabad), research scholars have argued that the Southern newspapers adhere to journalistic ethics and rather committed to the 'non-sensational' editorial policy and in-depth reportage as compared to their northern counterparts. Award-winning journalist Urdu Sohail Anjum praised the *Inquilab* for its 'quality and sobriety' which according to him is unmatched in the Urdu Journalism in India today (Amanullah, 2011). Another crucial factor is the importance these dailies attach to the issues of Muslim population not just in their own regions but across the countries- a coverage which includes contemporary issues especially concerning the youth.

Prospects For Urdu Journalism

*"Salike se hawaon me jo khushbu ghol sakte hain...
Abhi kuch log baaki hain, Jo Urdu bol sakte hain"*

Without doubt, the Muslims of the South India, particularly Karnataka, are today recognising Urdu as their language and a symbol of their religious identity in the changed political milieu, even if Urdu was never their language in the past when they were greatly distanced from the Muslims of North India."

(Those who know the art of mixing fragrance with the wind, are still the ones who can speak Urdu.)

Jashn-e-Rekhta

Lamentations on the status of Urdu journalism compel us to draw lessons from the past and amend the present and the future. There is a dire need to look at Urdu as language which has been associated with socialism, modernity and enlightenment and foremost as the language of India and not as the language of Muslims or the language of Islam. It is interesting to see how ingrained is Urdu in Hindi that it's hard to imagine speaking without it. Moreover, a secular status to the language will open doors for its advancement in a number of sectors across the country including journalism.

Another essential prospect lies in the educational sector with integration of Urdu language at the primary and secondary school level, recruitment of trained Urdu teachers and establishment of proper infrastructure. To make the learning, emphasis could be laid on creative, innovative and interactive teaching methods as being adopted for English subjects across schools. But the entire idea of learning the language is futile unless there is an amalgamation of the literature. Mahfooz (2018) sums it up very well – “For a generation to be able to speak and somewhat understand Urdu, but remain unaware of Ghalib, Meer, Iqbal, Faiz, Manto, Amrita Pritam, would be most unjust to the language, to say the least” (Mahfooz, 2018).

Speaking on a talk show - *Media Manthan* (Rajya Sabha TV, 2015), Masoom Moradabadi, Editor, *Jadid Khabar* said, “Due to absence of space for professional training in Urdu Language there is a huge disconnect between the Urdu graduates and journalistic practices”. Educational institutions should expand their journalism training programs to Urdu language so that the candidates could be equipped with the know-hows of editorial and reporting practices and not just the language.

In order to keep advancing and adapting with a new stride the Urdu media needs to imbibe an objective approach with improved editorial standards and shunning of the communal card and sensationalism. Instead of serving grief and pessimism, the idea should be to provide space to social, political and cultural issues not just concerning one community but the entire country and the world. Religious polemics should also be pushed and promotion of sectarian ideologies through the clerical statements should receive a check. Investigations, columns and opinion pieces should be encouraged for introspection with an analytical and holistic coverage of human rights violations, education, health, women etc. Even if some of the media want to keep the focus on the Muslim community they should do it in order to raise their economic status through education and awareness and voicing the concerns of the voiceless. This holds applicable to the TV channels and news sites as well.

Papers like *Inquilab* have been praised for their progressive stand on issues like divorce and Uniform Civil Code. An editorial in the *Inquilab* entitled *A Slap on the Polemics of Talaq* has slammed the issue as an “unnecessary polemic” arguing that the condition of Muslims is worse than other marginalised communities in India.

Due to absence of space for professional training in Urdu Language there is a huge disconnect between the Urdu graduates and journalistic practices

Change is evident with several other Urdu newspapers, including *Roznama Sahara*, *Siasat*, *Jadid Khabar* and *Nadeem*, published in Delhi, Lucknow, Hyderabad, Bangalore and Bhopal, publishing editorials and commentaries highlighting the debates around the *Triple Talaq* issue.

Even the new publications are reinventing their approach as per the changing needs of new generation readers. In an interview with the NewsLaundry, Arshad Faridi, who heads *Roznama Mera Watan*, an Urdu daily based in Delhi, says “*Roznama Mera Watan* endeavours to bring Muslims into the mainstream and not alienate them; it’s not a newspaper for ghettos”. Faridi started the newspaper in 2016 which now covers diverse issues—like politics, travelogues, interviews, discussion on career options, art and architecture, culture and a lot more that isn’t community specific Srivastava (2018).

The proprietorship of Urdu publications especially newspapers - restricted mostly in the hands of individuals and the misuse of the papers to push their agenda, is also a serious concern. The fraudulent practices of misdeclaration of circulation figures especially in order to gain government advertisements on demand of commissions should receive a scan and any publications under suspicion should be inspected and fined if found guilty. The transparency in readership and circulation figures will help in preparing a robust case for Urdu journalism where it will be able to attract investors and even renowned publication houses. Formation of cooperatives to run publications might entitle them to loan and all concessions available for cooperatives thus providing better resources.

The publications should wisely put the concessions by the government to proper use. Further, the government could also revise policies around allocation of newsprint for small Urdu newspapers. Centralised banks and financial institutions could be directed for easy facilitation of loans for Urdu journalism. Directorate of advertising and Visual Publicity might launch mass campaign advertisements especially for small and medium newspapers also including the Urdu ones and it should be ensured that the Urdu newspapers get their due share of classified ads.

Maybe the Urdu Publications in the North can learn lessons from their Southern peers. They need to do away with their selective coverage which is no longer relevant outside north India and become inclusive in constituents. Raza Haider, Editor, United News Network- Urdu, while speaking on *Media Manthan* on (Rajya Sabha TV, 2015), “There are sizeable pockets in Gorakhpur, Patna and Lucknow where publications are doing substantial work but it cannot be called extraordinary”.

It is significant to notice that while Urdu dailies have not been carrying commentaries on World affairs like their English Language counterparts, they do have given space to crucial international issues and foreign policies of the US, Russia, Europe and other major countries, especially those concerning the Muslim population across the world (Khan and Vats, 2018).

News channels like DD Urdu which have been criticised for treating Urdu shabbily, not employing permanent staff and limiting Urdu programmes to mere transmission of official views. As journalist Mohd. Ahmed Kazmi observed at the seminar

The proprietorship of Urdu publications especially newspapers - restricted mostly in the hands of individuals and the misuse of the papers to push their agenda, is also a serious concern.

organised by the Delhi Union of Journalists, “Doordarshan and the entire Urdu TV media needs to live up to its social responsibilities and promote progressive news and views, through better and more varied programming” (AWAAZ, 2019).

Urdu Journalism In The Digital Age

One of the biggest challenges before Print media is the one put forth by the Digital and Information age. The internet revolution and fast-changing technology has made it more difficult for Print media across the world to maintain its presence and sustained growth under the pressing demand for reinvention and innovation. With the efforts of resuscitating the Urdu Media has tried to overcome technical and commercial challenges as big corporate houses entered the market.

The digital technology has indeed made the printing of Urdu bid adieu to the days when *qatibs* (calligraphers) diligently traced out the script on to the transparencies and then the letters were inverted before printing them on a lithographic machine. Now desktop composing and printing has replaced the painstaking process.

In order to match pace with the digital boom in media industry, the Urdu journalism need to take lessons from newspapers and publications with excellent websites offering extensive and diverse, multimedia content, including long-term features, investigative articles and holistic analysis. Newspapers, TV channels and websites can also venture onto mobile platforms and tablets with innovative apps for increasing interactivity.

Gradually Urdu journalism in India is adapting to the digital practices. The South clearly took a lead in introducing e-papers. The daily *Siasat*, Hyderabad was not just India’s but world’s first Urdu newspaper to launch an e-paper on 30 October 2004. The daily *Rashtriya Sahara* went online from 6 February 2007 which was also the time when *Hindustan Express* made its debut in cyberspace. According to (Amanullah, 2011) the internet editions have opened new economic and journalistic venues for Urdu media and help in its vertical expansion. This has expanded the reach of the publications to the potential readers in Gulf region especially the migrant population. “At least 40 dailies are available on the internet and five Urdu dailies are distributed in West Asian countries, where many Urdu-speaking expatriates from India, Pakistan and Bangladesh are employed. *Siasat Daily* and *Munsif Daily* are also distributed in the United States (US), Canada, and Europe, all of which have significant numbers of Urdu speakers from South Asia (Khan and Vats, 2018)”. Further as the vernacular digital space is being increasingly tapped, the Urdu media serves as a lucrative space to the National advertisers to reach out to prospective audiences.

Conclusion

Nair (2011) writes, “When *Hindustan Daily* was first established in 1936, the government of British India, hoping to defuse anti-imperial passions, banned it outright. Unable to locate a safe printing press, its three young founders began producing their nationalist daily with a cyclostyling machine hidden in a moving taxi, driving around the city”.

Being nearly as old as Bengali journalism, Urdu journalism has been nurtured the temper and consciousness during a very significant period in the 19th century which influenced the minds of new India. In present day, Urdu newspapers stand as a crucial channels for the government to reach Urdu knowing population across the country and speak directly to them.

Rashtriya Sahara's 2019 has commendable success story in Urdu journalism in India. The daily which will be completing two decades in the year 2019, has set a benchmark with its quality production and competitive marketing strategy. Other noteworthy trends have been set by and Khalid Anwar's *Hindustan Express*, Burhanuddin Owaisi's *Etemad* (Hyderebad) and the *daily Aag* (Lucknow) with evolved practices of reporting and reproduction of editorial and opinion pieces.

The role of United News of India (UNI) which launched its news service in Urdu has also been quite significant in progression and sustenance of Urdu journalism. The agency has tremendously supported the Urdu media with availability of news stories over the years. The radio service of BBC Urdu, which was started in 1940 has been impactful in India. The BBC Urdu news channels and the website have also gained popularity.

With the launch of Urdu news websites by alternative digital platforms like the *The Wire*, which are trying to generate content free from the influence of conventional media investors, the advancement of Urdu media seems gaining momentum. As per Siddharth Varadarajan, founding editor of *The Wire*, website was launched with an idea for integrating the language and the readers of the language into the digital revolution.

Looking at the current dynamics it could be said that the future of Urdu journalism in India has promising prospects but the road to success surely runs uphill.

*"Khincho na kamanon ko na talwar nikalo,
Jab top muqabil ho to akhbar nikalo."*

Neither bow and arrow nor a sword do you require,
Publish a newspaper when faced with cannon fire.

Akbar Allahabadi

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Reporting Health Communication Campaigns in Delhi: A Study of Effectiveness of Language Used

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Abstract

Language plays a pivotal role in spreading information of every kind. Message can be made effective by using appropriate language. As far as campaigns are concerned, effective slogans and punchlines are created to make them successful. Journalists reporting these campaigns use these slogans and punchlines either as headlines or as a part of headlines or box items to attract attention of readers. This research paper is based on the study of the effectiveness of language used while reporting women reproductive health communication campaigns post 2011. Why the campaigns only after this year have been chosen? To get the appropriate answer boom of social media in India after 2011 is required to be kept in mind. To study the effectiveness of language some punchlines or jingles have been selected randomly from the popular women reproductive health communication campaigns and a survey has been done to examine its impact. This research has been conducted in two phases. In the first phase 30 Health Journalists have been interviewed with the help of a questionnaire exploring their preferences of choosing slogans/jingles/punchlines while reporting women reproductive health communication campaigns. In the second phase of the research, a sample of 300 women of productive age group has been surveyed in Delhi-NCR to know the effectiveness of the language used in these campaigns. As a part of the questionnaire for women only those slogans/jingles/punchlines have been used which had already been used by health journalists as a part of their reports. These 30 health journalists and 300 women of productive age (subjects) have been included in the study with the help of simple random sampling from a finite population as this type of sampling gives each element in the population an equal probability of getting into the sample and all choices are independent of one another. Questionnaire based sample survey has been used as the methodology of this quantitative research because most of the times non-sampling errors are so much large that the results of sample survey are much more accurate than those of census survey followed by simple statistical calculations. The questionnaire prepared for this purpose had slogans, jingles and punchlines written after omitting some words and subjects were told to recognize and complete them. Answers have been analyzed to confirm the popularity and impact of a particular slogan/jingle/punchline and its

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relationship with the frequency of its presence in the health news. While conducting the survey it has been observed that the probability of recalling the slogan or punchline related to any campaign is directly proportional to the presence of that particular slogan as a part of the headline or report used by the health journalists. It has been observed that the colloquial and rhyming words have been recalled easily by the women despite the fact that they were related to some complex reproductive problems. Hence it is a cross sectional epidemiological descriptive study based on the sample of health journalists and productive age group of women taken from Delhi-NCR.

Key Words – Health Journalism, Health News, Reproductive Health, Slogans, Jingles, Punchlines, Communication Campaigns.

Introduction

Reproductive Health of women is an important factor that contributes to the social, cultural and economic growth of a country. Women's health refers to the branch of medicine that focuses on the treatment and diagnosis of diseases and conditions that affect a woman's physical and emotional well-being (National Health Portal). Women in India face a multitude of health problems, which ultimately affect the aggregate economy's output. Addressing the gender, class or ethnic disparities that exist in healthcare and improving the health outcomes can contribute to economic gain through the creation of quality human capital (Earthscan, 2009). Gender is one of the many social determinants of reproductive health which includes social, economic, and political factors that play a major role in the reproductive health outcomes of women in India. Therefore, the high level of gender inequality in India negatively impacts the overall health of women (Balarajan, Y; Selvaraj, S; et al. 2011). India is one of the few countries in the world where women and men have nearly the same life expectancy at birth. The fact that the typical female advantage in life expectancy is not seen in India suggests there are systematic problems with women's health. Indian women have high mortality rates, particularly during childhood and in their reproductive years. The health of Indian women is intrinsically linked to their status in society. Observing the fact related to low awareness about reproductive health in young Indian women, this research aims at exploring the role of language in increasing effectiveness of women health communication campaigns and the news or reports related to these campaigns especially after the boom of social media in India. Here focus is on the slogans/jingles/punchlines used in women reproductive health communication campaigns and the news related to these campaigns.

Campaigns are to influence public and initiate the desired change in the behavior patterns of the target audience. Women Reproductive health is a challenging issue for Indian society as males and females both are used to ignoring this topic. Keeping the above two facts in our mind the study of campaigns related to women reproductive health is quite relevant. Before moving ahead it is required to understand what is a campaign. According to Oxford dictionary a campaign is a work in an organized and active way towards a goal. Basically a campaign includes a series of advertisement messages that share a single idea and theme. Campaigns are guided by its sole

Reproductive Health of women is an important factor that contributes to the social, cultural and economic growth of a country

objective and work to get substantial results in a particular area. Campaigns use all the tools related to media to reach the target audience. Here the message is the most important component and language in which the message is written and framed becomes equally important. In this research paper the language used in the campaigns related to women reproductive health is to be studied with all its nuances. Hence all the types and components of message need to be defined first, for example – punchlines, slogans and jingles.

Punchlines- A Punch line is the sentence, statement or phrase that makes the point¹. Humor is evoked when a trigger, contained in the punch line, causes the audience to abruptly shift its understanding of the story from the primary (or more obvious) interpretation to a secondary, opposing interpretation. «The punch line is the pivot on which the joke text turns as it signals the shift between the [semantic] scripts necessary to interpret [re-interpret] the joke text².

Jingles -A **jingle** is a short song or tune used in **advertising**, podcasts and for other commercial uses. A **jingle** contains one or more hooks and meaning that explicitly promote the product or service being advertised, usually through the use of one or more **advertising** slogans³.

Slogans – According to Oxford dictionary a slogan is a short, striking and memorable phrase used in advertising.

Apart from these key words the most important term here we see is **health journalism** which refers to the dissemination of medical and health news and information⁴.

Objectives

1. The first objective of the study is to examine the presence of slogans/jingles/punchlines related to women reproductive health communication campaigns in the health news/reports/features/health shows by health journalists.
2. The second objective of the study is to examine the effectiveness of these slogans/jingles/punchlines used in women reproductive health communication campaigns so that in the future, better use of language can be assured in the campaigns and health news/reports/features/health shows related to reproductive health to make them more effective.

Research Questions

1. Do the campaigns based on women reproductive health have some slogans/jingles/punchlines?
2. How frequently the health journalists use the slogans/jingles/punchlines used in women reproductive health communication campaigns while reporting them.
3. How much are these punchlines/slogans/jingles effective?
4. Can they be more effective by using better words and sentences?

In this research paper the language used in the campaigns related to women reproductive health is to be studied with all its nuances.

Scope

1. This research will be beneficial for the government, NGO's and other organizations running health campaigns as they can understand importance of language as a tool to make women reproductive health communication campaigns more effective.
2. This research will be beneficial for health journalists in making their reports more effective with the better use of language(slogans/jingles/punchlines) related to reproductive health communication campaigns.
3. This research will be highly beneficial for the women of productive age as more focused campaigns can be planned and run after this research.
4. This research will be helpful for the future research scholars working on women health.

Conceptual Framework

This complete study is based on the concept of effective dissemination of health news/reports based on women reproductive health as reproductive health addresses the reproductive processes, functions and system at all stages of life (Retrieved 2008-08-19). Reproductive health implies that people are able to have a responsible, satisfying and safer sex life. Moreover Men and women should be informed of and to have access to safe, effective, affordable and acceptable methods of birth control, access to health education programs to stress the importance of women to go safely through pregnancy and childbirth.

Theoretical Framework

This study fits into the theoretical framework given by Harold Dwight Lasswell, the American political scientist, who states that a convenient way to describe an act of communication is to answer the following questions

Who
Says What
In Which Channel
To Whom
With what effect?

Literature Review

Twenty research papers and research articles related to the reproductive health of women and the role of mass media messages in India and abroad have been reviewed. Literature review begins with the research paper dealing with the mass media and women health⁵. Role of women health and reproductive health in women empowerment is the second paper which establishes relationship between

This complete study is based on the concept of effective dissemination of health news/reports based on women reproductive health

reproductive health and women empowerment⁶. Third paper is a community survey in India on gender disadvantage and reproductive health risk factors for common mental disorders in women⁷. Exposure to Mass Media and its impact on the use of Family Planning Methods by Women in Goa⁸ is the fourth paper which analyses the impact of mass media on family planning methods. Fifth paper is related to the sexual health promotion in Chennai, India and key role of communication among social networks⁹. Next paper is exposing aids-related information exposure in the mass media and discussion within social networks among married women in Bombay, India¹⁰. Now some related work from abroad have been reviewed like women's exposure to mass media is linked to attitudes toward contraception in Pakistan, India and Bangladesh¹¹. Can the media be healthier sex educators is the next question asked by Jane D. Brown Sarah N. Keller. Media interventions to promote responsible sexual behaviour in the US¹² is the ninth paper which talks about responsible sexual behaviour and the role of media in promoting the same. Next study is related to the impact of mass media on women's reproductive health behaviour in Ethiopia¹³. After Ethiopia, Malawi is the region where the effect of mass media campaign on men's participation in maternal health was studied¹⁴. A new dimension of health care having a systematic review of the uses, benefits, and limitations of social media for health communication¹⁵ is the next research article. Interventions using new digital media to improve adolescent sexual health is a systematic review¹⁶, was done next. Using the internet and social media to promote the use of condom in turkey¹⁷ was another paper that got reviewed. The mass media and family planning in Kenya¹⁸ was the next paper which was reviewed as family planning is very much associated with reproductive health. Engaging media in communicating research on sexual and reproductive health and rights in sub-Saharan Africa¹⁹ is a very important study which gives analytical knowledge of the use of media for this specific purpose. Next study is on the indirect exposure to a family planning mass media campaign in Nepal²⁰. A systematic examination of the use of online social networking sites for sexual health promotion²¹ was reviewed next. The paper "It would be weird to have that on Facebook": Young people's use of social media and the risk of sharing sexual health information, talks about this genuine risk. A review of the uses of mobile phone text messaging in sexual health²², is an interesting topic reviewed in the last segment of this annotated bibliography. All these reviews establish the need of this study keeping the gap in mind.

Research Design and Methodology

This research is a descriptive research with both quantitative and qualitative analysis. Under a descriptive research design survey method was adopted with the help of a questionnaire as a research tool. This survey has been done with the help of questionnaires having open and closed ended questions. *Survey research* is one of the most important areas of measurement in applied social *research*. The broad area of *survey research* encompasses any measurement procedure that involves asking questions from respondents.

Sampling- First sample of 30 health journalists and the second sample of 300

young educated women of Delhi-NCR of productive age group were taken. Random sampling was done. First sample was collected on the basis of health news, features and articles in National dailies and health programmes on National news channels.

Second sample was categorized on the basis of age, education, profession and marital status. Three categories of age were taken; first was from 18 to 22, second was from 23 to 27 and third was from 28 to 35. Under education, graduation, post graduation and higher education were taken as categories. Students, working women and house-wives were the categories under profession. Married, single and in relationship were the three categories that were taken under status. Following were the results:-

Table-1

Education	Graduation	Post graduation	Higher	Total
	150 (50%)	130(43.3%)	20 (6.6%)	300
Age	18-22	23-27	28-35	
	162 (54%)	120 (40%)	18 (6%)	300
Profession	Student	Working	House-Wives	
	170 (56.6%)	53 (17.6%)	77 (25.6%)	300
Status	Single	Married	In-Relationship	
	177 (59%)	120 (40%)	03 (1%)	300

Research Tool-A Questionnaire based structured personal interview was taken by 30 journalists and 300 women of reproductive age group. 5 closed and 3 open ended questions were asked keeping the objective of the research in mind. Following are the results:-

Data Interpretation, Analysis and Discussions

All the information received from subjects through the questionnaire based structured interview were tabulated to explore the result. All affirmative and negative answers were changed into percentage for easy analysis. Subjects of the first sample were asked whether they had used some popular slogans/jingles/punchlines related to any particular women reproductive health communication campaign while reporting them. Subjects of second sample were asked to complete those slogans, jingles and punchlines which had already been used by health journalists in their reports. The result was completely surprising as more than 85% of the sample was not aware of the slogans/jingles/punchlines of women reproductive health communication campaigns used by health journalists in their reports. They couldn't complete the jingle and slogans. This conveys two things:-

1. Campaigns are devoid of catchy slogans/jingles/punchlines
2. Health news/features/articles/TV programmes are not consumed by common women the way they should be.

It was really very much astonishing that though after spending some time with social

The result was completely surprising as more than 85% of the sample was not aware of the slogans/jingles/punchlines of women reproductive health communication campaigns used by health journalists in their reports

media on daily basis only few women could name any women reproductive health related campaign Only 15% women were able to complete the slogans and jingles related to reproductive health.

Following is the table depicting the percentage of the answers given by the subjects after questionnaire based interview:-

Table-2

SN	Questions	YES	Per-centage	NO	Per-centage
1.	Use of Mass Media (Print/Electronic/web andNew Media) for Women Reproductive Health Related News/ Reports/Information	45	15%	255	85%
2.	Availability on face book	280	93.3%	20 (House Wives)	6.66%
3.	Reproductive health related news/reports/information through Facebook or You-tube	182	60.6%	118	39.3%
	Women able to complete the slogans/jingles/punchlines of popular women reproductive health communication campaigns which were also part of the health news/ reports and were available on both traditional and new media	45	15%	255	85%
4.	Willing to get health news/ reports/information about reproductive health on regular basis	300	100%		
5.	Acceptability of social media as a source of news/ reports/information regarding reproductive health on regular basis	291	97%	09	3%

Only 15% women were able to complete the slogans and jingles related to reproductive health.

6.	Willingness to be the member of a Facebook closed group devoted to the news related to reproductive health	291	97%	09	3%
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Following is the table depicting the reasons for weak recalling by the subjects while asking them to complete the slogans/jingles/punchlines related to women reproductive health related campaigns and their news/reports.

Table-3

s/n	Reasons	Yes	Percentage	No	Percentage
1.	Not comprehensive due to use of technical terms	30	10%	270	90%
2.	Not comprehensive as devoid of colloquial words	150	50%	150	50%
3.	Can be made recallable by using attractive, rhyming words	250	83.3%	50	16.6%

Findings and Conclusion

- Though 90% health journalists confirmed the use of slogans/jingles/punchlines related to women reproductive health communication campaigns while reporting them, around 85% women couldn't recognize or complete those slogans/jingles/punchlines when they were interviewed with the help of the questionnaire having those slogans/jingles/punchlines.
- It was also witnessed that around 80% health news having the same slogans/jingles/punchlines was also available on social media.
- 15% women confirmed that they use all print, electronic and new media to get informed.
- 85% of women have confirmed that they don't use mass media for getting any information regarding women reproductive health.
- Majority of the middle class educated women of productive age group are on Facebook.
- Around 60% women took help of Facebook and YouTube video to know about reproductive health. They watched videos related to menstruation cycle, use of contraceptives etc on YouTube.

85% of women have confirmed that they don't use mass media for getting any information regarding women reproductive health.

- 100% women want to be informed about reproductive health on a regular basis.
- Around 97% women accepts social media as a great source of reproductive health related news/reports.
- The same 97% shared their email id to be the member of a closed Facebook group devoted for news related to reproductive health.
- It is really surprising that though maximum middle class educated women of productive age group are using Social Media, but a big part of it are not getting any reproductive health related information from social media. This means that Social media is not getting used for these types of essential information though it has a great potential to be utilized in this direction.
- Despite the availability of women reproductive health communication campaigns related slogans/jingles/punchlines which are also the part of health news/reports on social media (the media used by majority of women), only 15% women were able to complete the slogans/jingles/punchlines related to women reproductive health.
- This study confirms that the slogans/jingles/punchlines related to women reproductive health campaigns which are also part of the health news disseminated through different mass media are not consumed by the women of reproductive age group in Delhi/NCR.
- This study recommends use of more effective and impactful language in these slogans/jingles/punchlines for better recalling and consumption by the target audience.
- It was also witnessed that these slogans/jingles/punchlines were also devoid of attractive, colloquial, rhyming words and sentences. Around 83% women accepted that these slogans/jingles/punchlines must be more rhyming to be retained in mind.
- 90% of women confirmed that the use of technical term in these slogans/jingles/punchlines was not an issue, but 50% of them confirmed that the use of colloquial language was helpful.
- As this study has been focused on the language of women reproductive health communication campaigns used while reporting them and availability of the same on different mass media platforms, it confirms the use of slogans/jingles/punchlines related to women reproductive health communication campaigns by health journalists. But at the same time it has been found that the majority of the subjects don't use traditional media platforms for getting themselves informed about reproductive health. Meanwhile it has been confirmed that a majority of subjects are using social media in some or the other way, but despite the availability of both, subjects and reproductive health news on social media, a very low percentage of population has consumed these news. At the same time

Around 97% women accepts social media as a great source of reproductive health related news/reports.

subjects have accepted that social media can be a good source of information regarding reproductive health. Hence seeing the acceptance of social media among subjects as a source of information regarding reproductive health and availability of subjects on the same this study recommends social media as a significant source of information and knowledge regarding reproductive health related news if provided with attractive, impactful and effective slogans/jingles/punchlines for their better retention, recalling and consumption among the target audience.

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Tribal Myths, Folk Tales and Songs in Colonial India: Understanding Traditional Folk Media as a Tool for Social History

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Abstract

When writing the history of the unlettered, the peasants or the tribes, various historians or anthropologists have relied on the speech of the humble folk which is not generally recorded. Traditional folk media practices such as folk tales, folk songs and folk dances were not just the indigenous channels of communication for the tribal society but a crucial source of understanding and writing about their past socio-cultural practices. The folk narratives therefore are a window into the history, sociology and the psychology of the tribes. Content of the tribal folk media narrative therefore can be seen as a space or a spectacle of social communication where the nuances social relations and dynamics are played out. The content and form of the tales and songs reflect upon the psycho-social ideas of the myths and realities of the tribal societies in the past. In this context, this paper attempts to study the content and form of a variety of folk genres like the tales, songs of some of the most primitive tribes in colonial India – the Baiga and the Gond. A semiotic analysis of the documented tribal folklore is attempted here to discern the meanings of the psycho-social dimensions of the past communication practices prevalent in Colonial India.

Key Words: Folk Tales, Folk Songs, Communication, Social History, Oral Tradition

Introduction

Anthropologists have contributed massively in documenting the past traditional folklore in India. One such anthropologist, who discovered the lives of the little known tribes in India, was 'Verrier Elwin'. In studying the lives of the Central Indian and North Eastern tribes, Elwin has provided us with a treasure of monographs which enlighten us with a variety of tribal features. One such tribal characteristic which fascinated him was the folklore, which throws a great deal of light on the thoughts and poetic imagination of tribes... (Rustomji, 1989). He suggested a great diversity of ideas in the realm of folklore, in all the tribal areas and immense variations within folk narratives. So much so that the same informant may even pronounce the same word or use the same name differently in a folk tale or a folk song on two successive days (Elwin, 1958).

this paper attempts to study the content and form of a variety of folk genres like the tales, songs of some of the most primitive tribes in colonial India – the Baiga and the Gond.

Studying these variations is crucial to the study of folklore, as the content and context of this media form will be insightful in discerning the oral history of the primitive tribes such as the Gonds and the Baigas. This paper is an attempt to study firstly, the content and form of the tribal folk genres viz. tales, songs and dances. Secondly, an attempt is being made to discern the meanings represented in the folk narratives of the past. Thirdly, the study also tries to explore the psycho-social dimensions coded within the tribal folk narratives that have followed the path of oral tradition. Folklore is seen here as a system of communication prevalent among the primitive tribes in India.

The study represents a semiotic analysis of folklore existing in the past - folktales, songs and dances of the Gonds, sub-Gonds from North East Frontier of India and that of the Baiga tribe from Central Provinces in India. It is an interdisciplinary study that explores the traditional folk media content in order to discern the psycho-social dimensions of the myths and realities locked inside the tribal culture. The study draws mainly from the anthropological works of Verrier Elwin undertaken on the tribes of Central India and North East India. Semiotics as a study of signs is useful here as a research method to interpret the meanings coded within the tribal folk system that provides a window into understanding the socio-cultural history of these groups.

North East Frontier Agency or the NEFA was a political division of India under the British rule and remained so even after independence. It was a wild mountainous tract in the Assam Himalayas and was divided into five frontier divisions – Kameng, Subansiri, Siang, Lohit and Tirap. Around the sixties, the region had a population of about 400,000 people (Rustomji, 1989). This region was bound by Bhutan to the west, Tibet to the north and Burma to the south-east. Despite these varied contacts of the people of NEFA, with the outside world, it had remarkably little effect on the life and culture of the people as they were too occasional to have a deep effect (Elwin, 1958). Like the western Kameng region could see a miniscule influence of the Buddhist philosophy in Burma and Tibet. It is noteworthy therefore that the tribes living in the NEFA region retained their traditional tribal cultural practices. A similar pattern was visible in the folklore of the tribes living in this region. Some races of external or internal influences can also be found in the folk narratives but by and large the NEFA folk tales and songs were original. Across the Baiga and the Gonds, the folklore had some recurring themes which are studied here to discern the tribal ways of life – societal structure (status of women, division of labour, prejudices, sexual preferences etc) gender relations, equations of power and hegemony, ideas of heaven and earth, relationship with animals. Some of these themes are discussed and analyzed here to discern the meaning inherent in the structure of their folk narratives - folktales, folk songs and folk dances. Careful readings of these recurrent themes reflect upon the myths and realities prevailing in the primitive tribal culture and practices of the past.

The Creation Myths: heaven, earth and the other natural phenomenon

Throughout Central India, Orissa, Bihar and NEFA, the tribal creation myths share a common idea that the world arose from a primeval ocean. By looking at a variety

of tales we see that they share a common motif on the basis of which they can be classified as similar tale-types. But there are variations within the discourse of these folk narratives.

For eg: In a Nocte story, '... initially the earth was covered with water but when a snake moved over it then the water was cleared, the mud dried up and a part of the earth became flat and part turned into hills... (Elwin,1958)'

Similarly in a Sherduk pen tale, '...before the earth was made everything was water and when the two brothers, supreme in the sky threw lotus flower over water, flowers arose and winds blew. Two of them levelled the dust with their hands and the place where the mud was piled up rose the hills .(Elwin,1958).

There are a variety of motives on the basis of which different sets of similar tale types can be made. It needs to be underlined here that 'motives' play a very significant role in the classification of similar tale types and there are variations in these too.

Besides the idea of a primeval ocean, there are notions of the world as a microcosm' (Rustomji, 1989) transformed from some great personage or even a tree. There are other tales that speak of a direct creation by heavenly beings, the others of a cosmic egg and also that of the earth and sky being born of a universal mother. So we see that there is a great divergence of ideas in the realm of tribal folklore and its genres may be because these tales or mythic genres are transmitted orally from generation to generation and while living through this tradition they must have undergone a change or some degree of improvisation.

Anthropogists in Colonial India studying the Baiga and the Gond tribes indicate influence of the Hindu classical traditions in the structuring of creation myths. It is important to note that how the people living in the hills or amongst dense forests did devise the idea of world originating from the ocean. This leads to the questioning of the possibility of this idea among the tribes? The tradition can be traced back to the Upanishads which declare that the original material of the world was water; the Ramayan maintains the tradition that all was first water and that the earth was beneath it (Elwin, 1958). This reveals therefore, a possibility of classical continuities in the tribal folk traditions.

These kinds of classical continuities can also be seen in other folk myths of heaven and earth. For example, the folk belief that the 'present elevation of the sky above the earth ascribed to the might of some God or hero who gave the firmament such a shove that it shot up (Elwin, 1958).

According to a Hill Miri tale, '*At first Sichi, the Earth and Nido, the Sky, lay close together...but when Dige-Wiyu was born from the womb of the Earth, he came out waving his arms above his head and pushed the Sky away so that it went far off as it is now..'* (Elwin 1958).

In Vedic texts, the Aitreya Brahmana also speaks of a similar kind of firmament between heaven and earth separated and later reconciliated by Gods (Elwin, 1958).

A variety of tribal folktales saw earth and sky as brother-sister or husband – wife and the mountains and trees as their children.

The explanation of these tribal myths can also be traced back to the perception of ‘mythopoeic people’ explained by Max Muller in the 19th century. He pointed out that the mythopoeic people were in love with nature and saw it with revelation (Dorson, 1968). They saw immense power in nature which was brighter and mightier and hence powerful than man which lead to the corresponding experience of love or fear for them. They expressed these ideas in their poetry and thus gave human forms to nature in various genders and qualities. Thus arose the mythical speech and as a result through the ‘disease of language’ gave rise to the myths.

The tribal myths can also be explained in similar contexts that they raised the natural objects into substantives through their poetic imaginations and love or fear for nature. ‘Creation Myths’ of the tribals may fall into the theoretical paradigm of Max Muller but it may not be suitable to other tribal folk genres. The tribal myths about women, their daily lives, their perception of death, disease and animals etc have to be seen under different thematic orders in complex sociological, psychological and structural continuities.

History and Creation of Man

Tribal folktales reveal a variety of traditions about the emergence of the first man. But one can identify two-three common traditions in all these tribes. Throughout Central India and Orissa they believe that men and women were ‘modelled’ by the divine artist’. Such stories resemble those prevalent in NEFA, like in one of the Hill Miri stories, it is said that...the sun takes clay and makes images of man and woman and puts the breath of life into them.

Another variant to this story is how men have descended from the union of the Earth and the Sky who are regarded as wife and husband. In another type myth, the first human beings are represented as emerging from various material things like a lump of flesh which is neither dead nor alive. It is dried by fire and when it bursts, bits of it scatter around the world and turn into human beings.

A crucial dominant theme in several folk traditions is that the first man and woman are often represented as brothers and sisters who came together to produce human race (Elwin, 1968). Clearly incest is another element shared across a variety of folk tales, although several such tales reveal that incest was unacceptable among the primitive tribes. But there are also stories that of the Mishmi and the Hrusso tribe which suggest incest was looked down upon and was seen as a crime even then. To quote –

‘...these brothers and sisters who indulged in incest were ashamed and were sent to the forest where they turned into bears...’ (Elwin, 1968)

Such themes in the tribal folk tales are a reflection of the psycho-social conditions prevailing in these tribal societies in the past. The poems or the tales reflected falling

into the theme of the creation of human race there is a clear sense of displeasure reflected for those indulging in incest. In a way the content reflects that this tribal folklore could have been a powerful tool in the society to curb incest by attributing insult and shame to the brothers and sisters engaging in such activities. Further the attribution of consequences for those indulging in incest – that they were sent to forests where they turned into bears – suggest the prevalence of punishment that suggests ‘ostracization’. To say that they turned into bears suggest folk culture as tool of everyday life was used to communicate and instil a sense of fear psychologically in the minds of society as a whole. These instances also seem to have made possible a questioning of the social world within the folk narrative (Blackburn and Ramanujan, 1986).

Myth of Illiteracy of the Tribes

Myth of Illiteracy is another interesting theme thrown up by the oral transmitted folk tales, throughout NEFA. Several stories reflect how tribals were not born illiterate but how they became so while the people in the plains became literate. These illiteracy tales were structured in a manner that at the heart of these tale types lay certain ‘cliches’ (Prakash and Haynes, 1991) which different occasions take the form of either the core plot or as proverbs and phrases. Cliches here can be defined as highly compressed codes that exist in the form of phrases, proverbs and plots (Prakash and Haynes).

For example – the presence of a deer or a deer skin in every story, killing of the animal and burning its skin and eating it and finally the culmination of the tale in the illiteracy of the tribals are core plots of several folk narratives. The recurrence of the core plots reveal the belief of the tribals that like the people in the plains, tribals were not born illiterate. Both were provided equal opportunities at the time of birth but the tribals by eating the piece on which wisdom was written got polluted and hence were deprived from the knowledge whereas the people of the plains retained their portion of the skin and hence know how to read and write. The presence of a ‘pollution cliché’ (Prakash and Haynes, 1991) in all the three folk narratives – Nocte, Panggi Adis and Wanchos – describe how they became illiterate, where the eating of the deer skin/deer made the cause of their illiteracy.

‘An old man had a deer skin on which the history of his tribe was written. But it got burnt and he ate it. Since then the Noctes have not known how to read or write...’ Nocta Tale (Elwin, 1958)

‘...but one day when the people were hunting, they accidentally killed the deer and ate it. This is why we Adis can talk well in Kebang but cannot read and write, while the Assamese can...’ Panggi Tale (Elwin, 1958)

‘...the Wanchos roasted the skin but the plains people kept theirs in a bamboo tube...’ Wancho Tale (Elwing, 1958)

Thus we see that they question the existing social reality by creating their own history and hence a separate identity. This kind of restructuring of the social reality

in the folk narrative reveals a kind of a protest against the literate people in their day to day life which gets compensated in the folk narratives and satisfies them.

Land of Women: Continuities from the Hindu Classical Traditions

Another theme that emerges from these folk genres is that of women: tribal folktales hold the traditions that of a 'Land of Women' where men lose their customary position of dominance and live. If they at all as slaves or as victims of magic. These kinds of tales have traces of classical texts but despite these continuities folklore represent a polarity of energy and expression.

Therefore we can approach this theme by a bivalence of folklore in terms of control release dialectics which can be seen in the portrayal of women along with some psychosexual pressures. The Central Indian tribes locate the Land of Women to the east, to the sunrise in Bengal and are a place of magic where male intruders are turned into cats, goats or bullocks (Elwin, 1958). A Baiga tale adds that the women wore men's clothes and terrorized the neighbourhood. In Baiga stories absence of men was due to a curse (Elwin, 1939).

This kind of idea of the Land of Women is as old as the classical traditions. According to Elwin, in one of the stories of Mahabharata at the Ashwamedha, a horse enters a country inhabited by women. The women became pregnant as a result of the contacts with men but killed the male children along with the adult men. Arjun was also defeated by women. But in the end, he conquered them by marrying their Rani and taking her to Hastinapur. Thus we see an element of control in the classical tradition i.e. the power of women is controlled by marriage in the end as she is shown to have been subordinated to the male centric values when she leaves her 'land of women' and goes to Hastinapura. The folk narrative of the Baigas though borrows from the classical texts but they portray women as totally powerful. In several stories women through their magical powers turn men into animals. Therefore the energy that is controlled in the classical tradition is 'released' in the folk tradition.

Sometimes there seems to be a strange paradox revealed in the NEFA tradition where on the one hand it seems there was a domination of women over men and on the other hand a strong desire of women for men. There are also tales where the existence of the free Land of Women is seen as a punishment – a land of women punished to live in isolation because in their earlier birth they had called their husbands dogs (Elwin, 1958). So in its continuity with classical tradition folklore represents the polarity of energy and expression. Viewed from this perspective folklore plays a balancing role which is apparent in Baiga and NEFA tale types of the Land of Women.

This kind of balance is seen in other contexts as well, of the same tale, on a moral plane. For example – In a Singpho tale (Elwin, 1958) first part of the narrative deals with a boy who rebels against his mother, kicks her and goes out to trade. This shows the pattern of the 'lesser man's triumph over his superior' (Blackburn and Ramanujan, 1986). At the same time there is a moral concern in the tale whereby this boy is later sent to the 'land of sinful men' as a punishment for showing disrespect towards his mother. Same take also reveals that disrespect towards a husband is

also a sin for a wife who should be punished. Therefore moral bondage between the inferior and the superior is emphasized. It is in the internal patterning of tribal folklore, we see, that it absorbs both the polarities of 'control' and 'release'. The released energy of women is controlled by explaining their state of isolation as a result of a curse or by calling them sinful.

Even the tribal folk songs and dances seem to be a window to the minds and hearts of the tribals. They show that a tribal too with his strange knowledge and weird customs, his utter poverty and ignorance is interested in the same essential things as the rest of the world...there is a rich vein of pleasure and excitement expressed in music and songs in his culture (Rustomji, 1989). The real culture of the Gonds and the Baigas is reflected in their songs and dances (Hivale and Elwin, 1935). The most genuinely poetic of them are the songs of the great 'Karma dance' common to many of the tribes. This dance was performed by both men and women. It was observed that the same folk song was performed as dance differently in different tribes, perhaps because the context of performance was different. For example, when it is performed as a harvest then a branch of a 'Karma' tree is brought from the forest and is decorated. Then young men and women holding their hands dance around it in a big circle (Hivale and Elwin, 1935). The Gonds, the Baigas of Mandla with Bhinjwars of Bilaspur dance the karma as recreation at any time and in a different way.

These folk songs were marked by a variety of performance styles and performance markers (Blackburn and Ramanujan, 1986) depending on the context of the song. For eg – Lahaki Karma song unlike the other ordinary Karma was rhymed and sung more rapidly than the others. Thus its rhymes and rapidity in the delivery style distinguished it from the others. Further this kind of rapidity in the songs gave vigour to the dance which created an interest for the audience who was also sometimes involved in the performance of these songs. For example the Gonds believed that once they were caught by the Lahaki they were lost to the world: they were ready to leave wife, children and families were ruined by it (Hivale and Elwin, 1935).

More remarkable of the songs are called the 'Sajani' (Hivale and Elwin, 1935) which seem to be satires that reveal a kind of bitterness of the quarrels prevailing in the society. Gond view of the landlord is that of a liar (Hivale and Elwin, 1935) and critical of the police. Songs in and around women were also very popular. The Gond men it seems viewed the women with love, fear and hatred. Life without a girl was a waste, virginity was rare to be found and therefore revered.

Songs related to Gond women and wives fall in two categories – one, where women are deceitful and promiscuous :

*"...Gond women deceive their husbands ...
...to the husband in the house a broken litter for sleeping;
To the lover beyond the gate a bed prepared with care...
(Hivale and Elwin, 1935)*

second, where they are revered as Goddesses :

“ *They are goddesses...
...but also beware
For they are very powerful
Women can bring down the God of Fire from the sky...
...so revere women but keep them at a distance.*”
(Hivale and Elwin, 1935)

Love songs were intense and quite bold. The songs depict intimate details of a man’s life in the field and in the forests. Certain other songs and dances reveal the love of the tribals for nature, forests and the creatures living inside – about the parrots and about the fishes. Forests are often described as ‘Nandanban’ or forest of joy and ‘Madhuban’, forest of sweet desire.

The quality of the movement (Blackburn and Ramanujan, 1986) and the cumulative character of the performance markers or the features of the performance style are very significant for analyzing this genre of folklore i.e. songs. Their significance in impact is revealed by the degree or intensity through which they influence the audience which along with the performance also becomes a part of the performance in some songs as in the case of the Gonds. Thus the performance style is highly integrated to the narrative and it is the performance that grips the audience by a variety of sounds and movements.

These folk genres related to the Baiga and the Gonds generally reveal the complexity of their minds, souls and their everyday lives. The signs revealed in the content of the traditional folk media of the tribes in colonial India can be seen more of the psycho-social nature. Variety of themes thrown up in the study of the past folk tales and songs enumerate the complexities of existing in the tribal social structure. Variety of creation myths of the world across tribes seem to have continuity with the stories in the Hindu classical texts like the Upanishads, Ramayan and the Mahabharata. Along with that traces of such continuities can also be found as far as the position of women are concerned revealed in the content of the tales and songs i.e. women are depicted to be more powerful than men and also possessing magical powers at times to turn their husbands into animals. However such portrayal of women in different folk genres as powerful entities seem to be more of a compensation of what really does not exist in the real world.

Folk songs and tales therefore provide a space for a make belief world for the marginalized especially women. What is also revealed is that the folk media emerges as an important tool to communicate fear and punishment for those who wish to challenge the existing social order. The content is laden with myths that serve as a caution at times and a compensation at times to social inequalities existing in the society.

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Mapping The Landscape of Journalism Education in Indian Languages Exploring Journalism Education in Indian Languages: A Status Report

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Abstract

The genesis of journalism education in India can be traced in 1920, when first journalism program was started at National University of Adyar, (now in Chennai) under the mentorship of Dr. Annie Besant, whereas next effort to begin journalism program took place at Aligarh Muslim University in 1938. However, the endeavours could not last long. In 1941, Panjab University, Lahore had set up first journalism department under the headship of Prof. P. P. Singh in undivided India-Pakistan, which is still the longest surviving department in Indian sub-continent. Though, these efforts paved the way for journalism education in India, yet the journey of the discipline in first three decades from 1950 to 1980 in post-independence era grew gradually due to long discourse on its necessity. Thereafter, the debate continued amidst development of the discipline on various qualitative components such as course curriculum, educator, texts, infrastructure, research, publication and regulatory framework etc. Here, it is important to mention that language journalism had overpowered English press in India during the decade of 90s, but the dominance of English language in imparting journalism education and pedagogy has been in existence. However, in a multi-lingual and multi-cultural nation, where language journalism has played vital role, journalism education in regional languages is highly recommended. In order to promote journalism education in Indian languages, Gujarat University took the credit to begin journalism department in Gujarati language for the first time in 1962. Thereafter, journalism programs in Indian languages such as Hindi, Marathi, Assamese, Punjabi, Telugu, Odia, Urdu, Malayalam and Sanskrit have been launched in different span of time under various departments across the nation. This research paper primarily aims to explain historical development of journalism education in Indian languages. It will identify each and every journalism program and will analyse its status language wise. The study will also examine key concerns of journalism education in Indian languages. For the purpose, all journalism departments in India have been investigated through census method. Data has been collected through personal communication with faculty members and research scholars as well as websites of concerned journalism departments, where programs are being offered in Indian languages.

This research paper primarily aims to explain historical development of journalism education in Indian languages. It will identify each and every journalism program and will analyse its status language wise.

Keywords: Language, Journalism, Education, Pedagogy, Curriculum.

Language Journalism Education in India: A Historical Perspective

Journalism education in India is going to complete 100 years of its existence in 2020. The first journalism program was started at Department of English, Faculty of Arts at National University of Adyar (now in Chennai) under the mentorship of Dr. Annie Besant in 1920, which was closed down in 1925.

Thereafter in 1938, Aligarh Muslim University began a journalism program, but it was stopped in 1940. Punjab University made a remarkable effort by setting up first journalism department in un-divided India-Pakistan in 1941, which is the longest surviving department in Indian sub-continent till now.¹

Despite some remarkable efforts, the development of journalism education in India has been slow due to entrenched discourse on its essentiality thereby leading to inordinate delay. Only six university departments were in existence in between 1920 to 1961, which increased to 25 till 1981. That means 25 university departments came into being in first six decades in between 1920 to 1981.²

With the advent of new economic policy in 1991, the discipline developed at a fast pace and the number of journalism departments has crossed the mark of 300 in public as well as private universities (UGC, 2018). However, the discourse on qualitative components such as course curriculum, teachers, texts, infrastructure, research, publication, academia-industry interface and regulatory framework etc., is still continuing.

Here it is worth mentioning that the language journalism in the decade of 90s had overpowered English press in India, but the dominance of English language in imparting journalism education and pedagogy has been in existence. In order to meet the need of a multi-lingual and multi-cultural nation, journalism education began in Indian languages.

Gujarat University took the initiative to launch a journalism department in Gujarati medium in 1962, whereas University of Pune began its program in Marathi language in 1964. Thereafter, journalism programs in Hindi, Marathi, Urdu, Assamese, Odia, Punjabi, Telugu, Malayalam and Sanskrit have been launched in different span of time in Indian universities.

Review of Literature

Singh³ first traced the growth of communication/journalism education in India and suggested that more and better departments of journalism need to be set up in India in order to cater the need of different regional languages. He expressed concern over scarcity of trained teachers in journalism and poor infrastructural development of labs for practical training and emphasized that teachers should be encouraged to visit abroad for studying the latest methods and techniques in order to improve the standard of teaching under exchange programs and grants and fellowships should be provided to them.

In order to meet the need of a multi-lingual and multi-cultural nation, journalism education began in Indian languages.

Eapen, Thakur and Sanjay⁴ expressed concern over less number of language text books written on journalism and mass communication in India, which doesn't reflect national realities. Most of the books are in English and represents western approach. They mentioned that despite of the UGC scheme for writing textbook for various subjects, no journalism/communication title has yet come out under this scheme till 1991. Therefore, language textbook writing must be encouraged that are socially and culturally relevant to India.

Guru and Madhura⁵ in reviewing the state of journalism education in India mentioned about weak curriculum and inadequate faculty expertise. He expressed concern over the status of regional language journalism, lack of locally relevant English-language media textbooks, poor infrastructure and student admission procedures.

Melkote⁶ mentioned about lack of foundation in liberal arts and sciences in the discipline. He expressed concern over decrease in state funding and disconnect between academia and industry. He mentioned about future challenges for the discipline is to maintain quality media educators; continuous training to meet the demand of the industry and the academics; assessment of teaching, instruction, curriculum and research; assessment of student outcomes; connecting faculty performance to student outcomes; and maintaining high standards in teaching, research and service etc.

Pattnaik⁷ emphasized on the necessity of language media education, full-fledged course curriculum and development of media library. He stressed on the relevance of social communication in course curriculum and review of current UGC guidelines for recruitment of media educator. Basic infrastructure of media departments for practical training and research programmes like M.Phil. and Ph.D. for higher studies is essential.

Bagchi and Rath⁸ suggested media education should cater to the need of all people in the country, which is multi-lingual and multi-cultural in character. They expressed concern over the exclusion of social science in course curriculum and dearth of quality books on journalism and mass communication in India and also pointed out about absence of quality teacher and failure of state govt. in providing infrastructure for the media departments.

Murthy⁹ analysed the influence of British practices on Indian journalism education. He examined course content of the discipline, skill level of graduates at the end of the course, competence level of faculty, recruitment and capacity building and infrastructure of the department and research facilities. Murthy found that academicians want greater flexibility within the departments in terms of offering various programs through combination of courses rather than the present system. The level of students joining journalism course and their poor communication skills (oral as well as written) after completion of three-year Bachelor degree is also a matter of concern. Competence level of faculty in many institutions and universities is very low.

The level of students joining journalism course and their poor communication skills (oral as well as written) after completion of three-year Bachelor degree is also a matter of concern.

At policy level, for the first time First Press Commission(1954) emphasized on the need of journalism education and recommended to create a suitable agency for systematic development of the discipline, which will primarily focus on the methods of recruitment, education and training for media profession.

Second Press Commission(1982) also advocated for creation of a national body for journalism education, which will primarily work as act as an accreditation body. For accreditation, a programme should fulfil the requirements laid down by this body in respect of admission and evaluation procedures, course pattern, student and staff strength, minimum qualifications and experience for teachers of different ranks, duration and pattern of internship and library and laboratory facilities (ibid.).

UGC Panel on Communication(1980) through a report titled '*Journalism Education in India-A Press Institute of India Survey*', stressed on the need to make the journalism courses relevant to the need of this country, which should be increasingly interdisciplinary in nature. UGC Document on Journalism/ Communication Education in India(1990-91) was more focussed on quality control, teacher's qualification, standardized program format, newer courses and diversification etc (ibid.).

Sectoral Innovation Council of Ministry of Information and Broadcasting, Govt. of India¹⁰ expressed concern over the mushroom growth of media education in India and pointed out on various components such as journalism curriculum, teachers, research and publication etc. In order to deal with various qualitative issues of the discipline, Council recommended for creation of a new organization known as media Education Council.

Objectives

- To identify types and number of journalism programs in Indian languages;
- To analyse state wise representation of journalism programs in Indian languages and;
- To examine academic level of journalism programs in Indian languages.

Research Methodology

The study undertakes an exploratory research design in which qualitative approach has been used. An extensive literature review has been done through research papers, articles, policy papers, councils, commissions and committees' reports, websites, prospectus and NAAC reports of respective journalism departments.

The universe includes all government as well as private universities/colleges/institutes in which journalism programs in Indian languages are being offered. That means each and every language program has been investigated under census procedure.

The study undertakes an exploratory research design in which qualitative approach has been used.

Further, data collection has been done through hybrid methods i.e., telephonic interview and observation. Telephonic interview has primarily been conducted with the faculty members and research scholars from the concerned department on the subject matter.

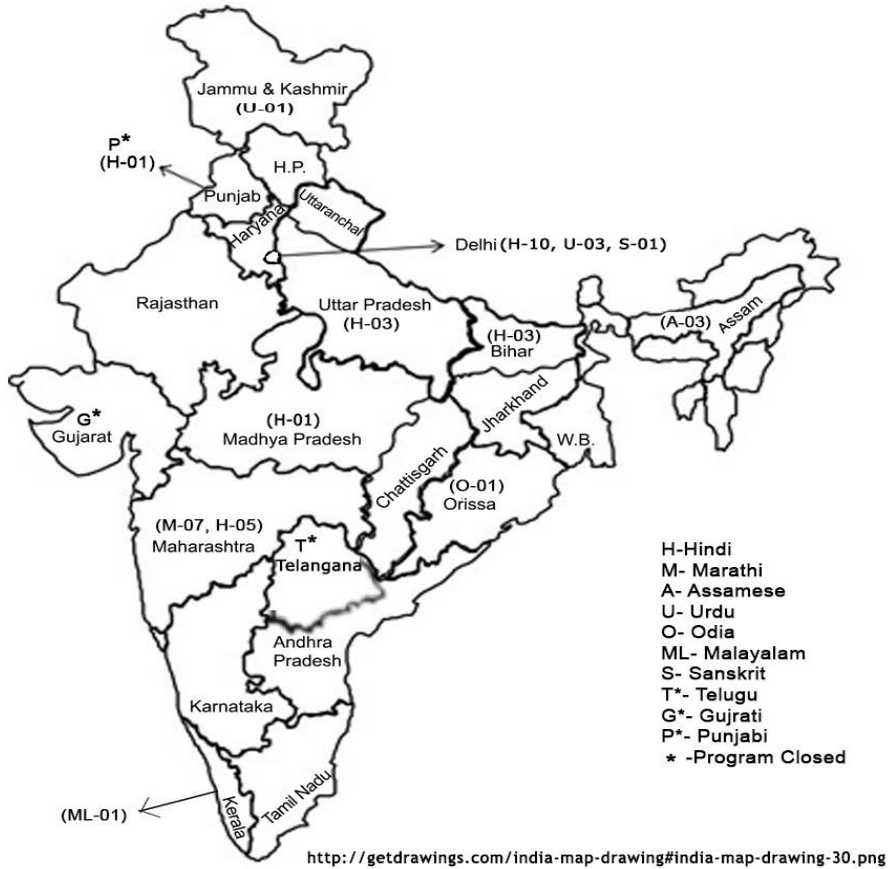


Table 1.1: Journalism Education in Hindi Language

Sl. No.	Nomenclature of the Program	Department/Centre/School/Faculty College/University	Launching Year
1.	PG Diploma in Hindi Journalism	Department of Hindi Journalism, Indian Institute of Mass Communication (IIMC), New Delhi	1987-88
2.	BA (Hons.) in Hindi Patrakarita and Mass Communication	Dr. Bhim Rao Ambedkar College, University of Delhi, New Delhi	1994

3.	PG Diploma in Hindi Patrakarita	Department of Hindi, University of Delhi, New Delhi	1995
4.	PG Diploma in Journalism (Hindi Medium) (Self-financed)	Department of Hindi, Jamia Millia Islamia, New Delhi	1995
5.	BA (Hons.) in Hindi Patrakarita	Aditi Mahavidyalaya, University of Delhi, New Delhi	1996
6.	MA in Prayojan Mulak Hindi Patrakarita	Department of Hindi, Banaras Hindu University, Varanasi	1996
7.	PG Diploma in Communication and Journalism (Hindi)	Garware Institute of Education and Development, University of Mumbai	1998-99
8.	BA (Hons.) in Hindi Patrakarita	Shri Guru Tegh Bahadur Khalsa College, University of Delhi, New Delhi	2000
9.	BA (Hons.) Mass Media Hindi	Department of Hindi, Jamia Millia Islamia, New Delhi	2001-02
10.	PG Diploma in TV Journalism (Hindi Medium)	Department of Hindi, Jamia Millia Islamia, New Delhi	2001-02
11.	PG Diploma in Hindi Journalism and Mass Communication	Patna University, Patna	2003
12.	MA (Mass Communication) specialisation in Hindi Journalism	Department of Journalism and Mass Communication, Banaras Hindu University, Varanasi	2004
13.	BA (Hons.) in Hindi Patrakarita and Mass Communication	Ram Lal Anand College, University of Delhi	2007
14.	PG Diploma in Hindi Journalism and Mass Communication	Baba Saheb Bhimrao Ambekar University, Muzaffarpur	2007-08
15.	PG Diploma in Hindi Journalism and Mass Communication	Tilka Manjhi Bhagalpur University, Bhagalpur	2009-10
16.	Diploma in Mass Media (Hindi)	Changu Kana Thakur Arts, Commerce and Science College, Raigad, University of Mumbai	2011-12
17.	Certificate in Mass Media (Hindi)		
18.	PG Diploma in Communication and Journalism (Hindi)	Shri. Rajasthani Seva Sangh College of Arts and Commerce, Mumbai.	2011-12

19.	BA (Hons.) in Hindi Patrakarita	S. R. Govt. College for Women, Amritsar, Guru Nanak Dev University, Amritsar	2013-14
20.	PG Diploma in Patrakarita (Hindi)	Department of Mass Communication, Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalala, Wardha	2015
21.	PG Diploma in Hindi Journalism	Department of Journalism and Mass Communication, Banaras Hindu University, Varanasi	2015-16
22.	Five Year Integrated MA in Journalism (Hindi)	Delhi School of Journalism, University of Delhi, New Delhi	2017
23.	BA Journalism (Hindi)	Jagran School of Journalism and Mass Communication, Jagran Lakecity University, Bhopal	2018-19

The study finds that total 40 journalism programs are being offered presently in Indian languages such as Hindi, Marathi, Urdu, Assamese, Odia, Malyalam and Sanskrit. Hindi is the most popular language and tops with 23 programs out of 40, which is being offered at various academic levels such as Five Year Integrated MA in Journalism (Hindi), Two Year MA in Prayojan Mulak Hindi Patrakarita, Three Year BA in Mass Media (Hindi), Three Year BA (Hons.) in Hindi Patrakarita, BA (Hons.) in Hindi Patrakarita and Mass Communication, Three Year BA Journalism (Hindi), One Year PG Diploma with three nomenclatures i.e., Journalism (Hindi), Hindi Journalism and Mass Communication and Communication and Journalism (Hindi), One Year PG Diploma in TV Journalism (Hindi), Diploma and Certificate in Mass Media (Hindi).

Journalism education in Hindi language has been in existence as a medium of instruction since its inception, but a full-fledged academic program with Hindi nomenclature i.e., PG Diploma in Journalism (Hindi) was introduced for the first time in India at Indian Institute of Mass Communication (IIMC) in 1987-88. Thereafter in 1994, Dr. Bhim Rao Ambedkar College, University of Delhi, started first degree level program, BA (Hons.) in Hindi Patrakarita and Mass Communication in 1994.

In 1995, two PG Diploma programs i.e., PG Diploma in Hindi Patrakarita and PG Diploma in Journalism (Hindi) were launched under the Department of Hindi at University of Delhi and Jamia Millia Islamia University, New Delhi respectively.

In 1996, two degree level programs i.e., BA (Hons.) in Hindi Patrakarita and MA in Prayojan Mulak Hindi Patrakarita were started at Aditi Mahavidyalaya, University of Delhi and Department of Hindi, Banaras Hindu University respectively, whereas in 1998-99, PG Diploma and Communication and Journalism (Hindi) was introduced from Garware Institute of Education and Development, University of Mumbai. This institute started journalism programs in other Indian languages such as Marathi and Gujarati, which were closed down due to inadequate intake of students.

In 2000, Shri Guru Tegh Bahadur Khalsa College, University of Delhi began BA (Hons.) in Hindi Patrakarita, whereas in 2001-02, Department of Hindi, Jamia Millia Islamia introduced two programs i.e., BA (Hons.) Mass Media Hindi and PG Diploma in TV Journalism (Hindi). In 2003, Patna University launched PG Diploma in Hindi Journalism and Mass Communication, which is at the verge of end due to fewer intake of students, whereas Department of Journalism and Mass Communication, Banaras Hindu University upgraded its Master program as MA (Mass Communication), in which they offered specialization in Hindi Journalism in 2004.

In 2007-08, two programs were launched with Hindi nomenclature. Ram Lal Anand College, University of Delhi started BA (Hons.) in Hindi Patrakarita and Mass Communication, whereas Babasaheb Bhimrao Ambedkar University, Muzaffarpur introduced PG Diploma in Hindi Journalism and Mass Communication. In 2009-10, Tilka Manjhi Bhagalpur University launched PG Diploma in Hindi Journalism and Mass Communication.

In 2011-12, Changu Kana Thakur Arts, Commerce and Science College, Raigad, University of Mumbai introduced two programs i.e., Diploma and Certificate in Mass Media (Hindi), whereas PG Diploma in Communication and Journalism (Hindi) was started at Shri Rajasthani Seva Sangh College of Arts, Commerce, Mumbai.

In 2013-14, BA (Hons.) in Hindi Patrakarita was introduced for the first time in Punjab at S. R. Govt. College for Women, Guru Nanak Dev University, Amritsar, whereas in 2015, Department of Mass Communication, Mahatma Gandhi Antarrashtriya Viswavidyalaya, Wardha launched two PG Diploma programs in Patrakarita (Hindi and Marathi), but Marathi program was closed down in the same year due to negligible intake.

In 2015-16, Department of Mass Communication, Banaras Hindu University started PG Diploma in Hindi Journalism, whereas in 2017, first Five Year Integrated MA in Journalism (Hindi) program was launched in India at Delhi School of Journalism, University of Delhi. In 2018-19, Jagran School of Journalism and Mass Communication, Jagran Lakecity University, Bhopal began BA Journalism (Hindi).

Journalism education in Hindi language has panoramic presence among all languages and it is being offered from Delhi, Maharashtra, Bihar, Uttar Pradesh, Madhya Pradesh and Punjab. Among all States and Union Territories in India, Delhi tops with ten (10) journalism programs in Hindi language out of 23, whereas Maharashtra has second position with five (05) programs. Bihar and Uttar Pradesh has third position with three (03) programs each, whereas Madhya Pradesh and Punjab offer one (01) program each.

Table 1.2: Journalism Education in Marathi, Urdu, Assamese, Odia and Malayalam Languages

Sl. No.	Nomenclature of the Program	Department/Centre/School/Faculty College/University	Launching Year
1.	Diploma/Post Graduate Diploma in Journalism (Marathi)	Department of Communication and Journalism, University of Pune	1964/1986
2.	Advanced Diploma in Mass Media (Urdu)	Jawaharlal Nehru University, New Delhi	1974
3.	Certificate Course in Assamese Journalism	Assam Institute of Journalism, Guwahati	1991
4.	PG Diploma in Communication and Journalism (Marathi)	Garware Institute of Education and Development, University of Mumbai	1998-99
5.	PG Diploma in Journalism (Odia)	Indian Institute of Mass Communication (IIMC), Dhenakanal	2001-02
6.	PG Diploma in Urdu Mass Media	Department of Urdu, Jamia Millia Islamia University, New Delhi	2003
7.	PG Diploma in Media Management (Marathi)	Changu Kana Thakur Arts, Commerce and Science College, Raigad	2007-08
8.	Bachelor of Mass Media (Marathi Journalism)	Parle Tilak Vidyalaya Associations Sathaye College, University of Mumbai	2009
9.	Bachelor of Mass Media (Marathi Medium)	Ramnarain Ruia Autonomous College, University of Mumbai	2010-11
10.	Diploma in Practical Journalism (Assamese)	Assam School of Journalism, Guwahati	2011
11.t	Diploma in Practical Journalism (Assamese)	Assam Institute of Mass Communication and Media Research, Guwahati	2011
12.	PG Diploma in Urdu Journalism	Department of Urdu, University of Kashmir	2012
13.	PG Diploma in Journalism (Urdu)	Indian Institute of Mass Communication (IIMC), New Delhi	2016-17
14.	PG Diploma in Marathi Journalism	Indian Institute of Mass Communication (IIMC), Amravati	2017-18
15.	PG Diploma in Journalism (Malayalam)	Indian Institute of Mass Communication (IIMC), Kottayam	2017-18

16.	Advanced Certificate Course in Sanskrit Journalism	Indian Institute of Mass Communication (IIMC), New Delhi	2018
17.	PG Diploma in Mass Communication (Marathi)	Xavier Institute of Communication, Xavier University, Mumbai	2018

The study finds that Marathi is the second most popular Indian language after Hindi in which seven (07) journalism programs are being offered from Maharashtra. Their nomenclatures are: Three Year Bachelor of Mass Media (Marathi Journalism), One Year PG Diploma in Journalism (Marathi), PG Diploma in Communication and Journalism (Marathi) and Mass Communication (Marathi) and Diploma in Journalism (Marathi).

University of Pune enjoys the credit to begin first program in Indian language. A two year Diploma program in Marathi Journalism was launched in 1964, which is now restructured as one year Post Graduate Diploma in Journalism (Marathi) under the Department of Communication and Journalism. This program is being run on self-financing basis in collaboration with Pune Union of Working journalists.

In 1998-99, Garware Institute of Education and Development, University of Mumbai started a PG Diploma in Communication and Journalism (Marathi), whereas in 2007-08, PG Diploma in Media Management (Marathi) was launched in 2007-08 at Changu Kana Thakur Arts, Commerce and Science College, Raigad, University of Mumbai.

In 2009, for the first time a Bachelor program in Mass Media (Marathi Journalism) was launched at Sathaye College, University of Mumbai, whereas in 2010-11 Bachelor of Mass Media (Marathi Medium) was introduced at Ramnarain Ruia Autonomous College, University of Mumbai.

In 2016-17, Indian Institute of Mass Communication launched PG Diploma in Marathi Journalism from its Amravati campus in Maharashtra, whereas Xavier Institute of Communication, Xavier University began PG Diploma in Mass Communication (Marathi) in 2018.

During the five decade of existence of journalism education in Marathi language, more programs in at Bachelor, Diploma and Certificate level were introduced, but those were closed down as the students' intake gradually became less in number.

Urdu has third position with four (04) journalism programs after Hindi and Marathi in India. Three programs are being offered from Delhi, whereas one is from Jammu and Kashmir. Their nomenclatures are Advance Diploma in Mass Media (Urdu), One Year PG Diploma in Urdu Mass Media and PG Diploma in Urdu Journalism.

In 1974, for the first time an Advance Diploma in Mass Media (Urdu) was launched at Jawahar Lal Nehru University, New Delhi, whereas in 2003, PG Diploma in Urdu

Mass Media was started at Department of Urdu, Jamia Millia Islamia. In 2012, PG Diploma in Urdu Journalism was introduced at Department of Urdu, University of Kashmir, whereas in 2016-17, Indian Institute of Mass Communication (IIMC) launched PG Diploma in Journalism (Urdu) from its New Delhi campus.

The study finds that the Assamese language hold fourth position after Hindi, Marathi and Urdu. Three journalism programs are being offered in Assamese language. Their nomenclatures are Diploma in Practical Journalism(Assamese) and Certificate in Assamese Journalism.

In 1991, a Certificate program in Assamese journalism was launched at Assam Institute of Journalism, Guwahati. This program is at the verge of end due to negligible admission. In 2011-12, Diploma in Practical Journalism(Assamese) each was launched at Assam School of Journalism and Assam Institute of Mass Communication and Media Research, Guwahati respectively.

Odia, Malayalam and Sanskrit have one journalism program, which is being offered from Indian Institute of Mass Communication (IIMC). In 2001-02, PG Diploma program in Journalism (Odia) was launched at IIMC, Dhenakanl, Odisha, whereas PG Diploma in Journalism (Malayalam) was introduced at IIMC, Kottayam, Kerala in 2017-18. An Advanced Certificate course in Sanskrit Journalism was also begun at IIMC, Delhi in 2018.

Here, it is worth mentioning that Indian Institute of Mass Communication (IIMC) is the only institute in India, which offers journalism programs in six Indian languages such as Hindi, Odia, Marathi, Malayalam, Urdu and Sanskrit from its national as well as regional campuses i.e., Delhi, Dhenakanal, Amaravati and Kottayam.

Besides these Indian languages, the study finds that journalism programs were also offered in Punjabi, Telugu and Gujarati languages. However, those are closed down due to low admission and are presently not in existence.

Table 1.3: Journalism Education in Indian Languages State wise Representation

Sl. No.	State/ Union Territory	No. of Programs	Level of Programs	Language
1.	Delhi	14	Five Year Integrated MA-01 BA (Hons.)-05 PG Diploma-04	Hindi-10
			PG Diploma-02 Advance Diploma-01	Urdu-03
			Advance Certificate-01	Sanskrit-01

2.	Maharash- tra	12	BA-02 PG Diploma-04 Diploma-01	Marathi-07
			PG Diploma-03 Diploma-01 Certificate-01	Hindi-05
3.	Bihar	03	PG Diploma-03	Hindi-03
4.	Uttar Pradesh	03	MA-02 PG Diploma-01	Hindi-03
5.	Assam	03	Diploma-02 Certificate-01	Assamese-03
6.	Odisha	01	PG Diploma-01	Odia-01
7.	Madhya Pradesh	01	BA-01	Hindi-01
8.	Punjab	01	BA (Hons.)-01	Hindi-01
9.	Jammu and Kash- mir	01	PG Diploma-01	Urdu-01
10.	Kerala	01	PG Diploma-01	Malayalam-01

Delhi tops with 14 journalism programs in three Indian languages Hindi, Urdu and Sanskrit among all states and Union Territories in India. The program includes one Five Year Integrated MA, five BA (Hons.) and four PG Diploma programs with Hindi nomenclature, whereas three Diploma programs in Urdu journalism and one Advance Certificate in Sanskrit journalism have also been running in the region.

Maharashtra has second position with 12 journalism programs in two Indian languages i.e., Marathi and Hindi. It includes two BA, four PG Diploma and one Diploma program in Marathi journalism, whereas in Hindi journalism, it offers three PG Diploma, one Diploma and Certificate program each.

Bihar and Uttar Pradesh has third position with 03 journalism programs in Hindi language only. It includes three PG Diploma programs from Bihar, whereas in Uttar Pradesh two MA programs and one PG Diploma program is currently running.

In Assam, two Diploma and one Certificate programs are being offered in Assamese language, whereas in Madhya Pradesh and Punjab, one Bachelor program each in Hindi Journalism is being offered. In Odisha, one PG Diploma program in Odia journalism is running, whereas, one PG Diploma program in Urdu and Malayalam journalism each is being offered from Jammu and Kashmir and Kerala respectively.

Table 1.4: Academic Level of Journalism Programs in Indian Languages

Sl. No.	Hindi-23	
1.	Five Year Integrated Master of Arts	01
2.	Two Year Master of Arts (MA)	02
3.	Three Year Bachelor of Arts (BA)	01
4.	Three Year Bachelor of Arts (Hons.)	06
5.	One Year PG Diploma	11
6.	One Year Diploma	01
7.	Six Month Certificate	01
	Marathi-07	
1.	Three Year Bachelor of Arts (BA)	02
2.	One Year PG Diploma	04
3.	One Year Diploma	01
	Urdu-04	
1.	One Year PG Diploma	03
2.	One Year Advance Diploma	01
	Assamese-03	
1.	One Year Diploma	02
2.	Six Month Certificate	01
	Odia-01	
1.	One Year PG Diploma	01
	Malayalam-01	
1.	One Year PG Diploma	01
	Sanskrit-01	
1	Six Month Advance Certificate	01

The study finds that the total number of journalism programs in Hindi language is 23 out of 40 in India, which is being offered at various levels such as one Five Year Integrated, two Masters, one BA, six BA (Hons.), eleven (11) PG Diploma, one Diploma and Certificate programs each in various universities, colleges and institutes across the nation.

In Marathi language, seven (07) journalism programs are being offered in India, which is from Maharashtra only. The level of programs includes two Bachelors and four PG Diplomas and one Diploma. In Urdu language, four programs are being offered, which

includes three PG Diplomas and one Advance Diploma. In Assamese language, two Diploma and one certificate programs are running from Assam, whereas in Odia and Malayalam languages, one PG Diploma program each is being offered from Odisha and Kerala respectively. Sanskrit is also in the league of language journalism in which Advance Certificate program is being run from Delhi.

Conclusion

On the basis of above discussion, the following trends have been observed

1. Hindi, Marathi, Urdu, Assamese, Odia, Malayalam and Sanskrit are the Indian languages in which journalism programs are being offered across the nation. Hindi is the most popular language among all in which 23 out of 40 journalism programs are being run presently. It is more than two folds of total language programs. Marathi has the second position with 07 journalism programs, whereas Urdu has the third position with four programs. Three programs are being offered in Assamese from Assam, which holds the fourth position in India. One journalism program in Odia from Odisha, Malayalam from Kerala and Sanskrit from Delhi is running currently.
2. In state wise journalism program representation, Delhi has the top position with 14 language programs, which is being offered with Hindi, Urdu and Sanskrit nomenclature, whereas Maharashtra has second position with 12 journalism programs in Marathi and Hindi. Bihar and Uttar Pradesh has third position with three journalism programs each in Hindi language only. Assam offers three journalism programs in Assamese language, whereas Odisha, Kerala and Jammu and Kashmir have one program each in Odia, Malayalam and Urdu respectively. Madhya Pradesh and Punjab offers one journalism program each in Hindi only.
3. In state wise language program representation, Delhi again tops with 10 journalism programs in Hindi language in India, whereas Maharashtra has second position with seven programs in Marathi language. Delhi and Assam has third position with three programs in Urdu and Assamese language respectively.
4. Hindi is the only language in which journalism programs are being offered at maximum academic levels in higher education in India. Those include: Certificate, Diploma, PG Diploma, BA, BA (Hons.), MA and Five Year Integrated MA, whereas in Marathi, it is being offered at Diploma, PG Diploma and BA levels. In other languages such as Urdu, Assamese, Odia, Malayalam and Sanskrit, it is limited to Certificate and PG Diploma levels only.
5. Indian Institute of Mass Communication (IIMC) is the only institute in India, which offers journalism programs in six Indian languages i.e., Hindi, Odia, Marathi, Malayalam, Urdu and Sanskrit at PG Diploma and Certificate levels through its national as well as regional centres located in New Delhi, Dhenkanal (Odisha), Amaravai (Maharashtra) and Kottayam (Kerala). It offers six (06) journalism programs in Indian languages out of 40 are being offered from IIMC, New Delhi.

Hindi, Marathi, Urdu, Assamese, Odia, Malayalam and Sanskrit are the Indian languages in which journalism programs are being offered across the nation.

6. Jamia Millia Islamia University, New Delhi offers four (04) out of 40 journalism programs in Hindi and Urdu language, whereas Banaras Hindu University, Varanasi and Changu Kana Thakur Arts, Commerce and Science College, Raigad affiliated to University of Mumbai offer three programs each in Hindi and Marathi language respectively.
7. The study finds that the efforts to begin journalism programs in other Indian languages such as Telugu, Punjabi and Gujarati has been taken shape in different span of time, but those programs are not running presently. Not a single journalism program has been found in other prominent Indian languages such as Tamil, Bengali and Kannada etc.

Recommendations

1. In order to cater the need of multi-ethnic, multi-lingual and multi-cultural nation, more journalism programs in Indian languages should be introduced at various academic levels in university system.
2. The study finds that some of the journalism programs in Hindi, Marathi, Punjabi and Gujarati etc. were closed down in different span of time due to low admission. It is recommended that the programs should be planned in such a way that they can survive and serve the purpose of academia as well as industry.
3. Presently journalism programs are not running in many prominent languages such as Punjabi, Gujarati, Telugu, Tamil, Bengali and Kannada etc. which need to be launched after reviewing its suitability in that particular region.
4. Journalism curriculum and pedagogy in Indian languages should be developed in such a way that it should serve the purpose of socio-political, economic and cultural need of that particular region in which the language is prominently used.
5. In order to deal various issues with respect to language journalism education, Indian Journalism Education Advisory/Monitoring Mechanism should be set up, which will look into its orderly growth.

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Role of Bangladeshi Newspapers in Promoting Regional Consciousness

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Abstract

This research aims to find out how media can make people aware of their region and instill regional consciousness. Operationalizing agenda setting and framing theories, this study attempts to address the question: how have Bangladeshi newspapers promoted regional consciousness, as reflected in their coverage of SAARC summits? This study employs both qualitative and quantitative content analysis of two prominent Bangladeshi newspapers –The Daily Star and Prothom Alo- along with the semi-structured in-depth interview of twelve journalists, media critics, and academicians. This research shows that the newspapers mostly cover the SAARC summit positively which means it expresses an optimistic view to the SAARC summits. They also express a skeptic view as well. Both the newspapers play an advocacy role. They depict ‘South Asia’ as a unitary natural region through repetitive uses of terms such as ‘South Asia,’ ‘South Asian region,’ ‘SAARC region/zone.’ This paper argues through the use of collective-identity indicating terms, for example, ‘South Asian,’ ‘people of South Asia,’ ‘people of South Asian countries,’ ‘South Asian people,’ ‘people of the SAARC region,’ or ‘people of the region,’ in their contents, Bangladeshi newspapers try to promote the feeling of being ‘South Asian’ among the people.

Keywords: South Asia, SAARC, Regional consciousness, Promote, Bangladeshi newspapers.

Introduction

Media can play a significant role in generating public awareness, shaping public opinion and forming popular perceptions (Singh, 2016)¹. It can also influence the policy-making of a country (Fischer, 1991²; Hukil, 2013)³ whether it is an internal or external issue. As the nation is an ‘imagined community’ constituted through various socio-cultural and political institutions, including media and print capitalism that has spread nationalism (Anderson, 2006)⁴, media can also shape the mental map of the region to its audience. This paper examines the significance of domestic media in promoting regional consciousness among the people of Bangladesh. This study aims to see the stance of Bangladeshi newspapers as the non-state actor in promoting the regional consciousness. Hence the central question of this paper is-how have Bangladeshi newspapers promoted regional consciousness, as reflected in their coverage of SAARC summits?

This paper explores that Bangladeshi newspapers try to create regional consciousness through the optimistic presentation of the SAARC summit and presenting the common problems adding with advocacy role in urging a solution to the problems for the betterment of the people of the region. Locating people at the center of the focus, the Bangladeshi newspapers –*The Daily Star* and *Prothom Alo*- try to depict South Asia a unitary region.

This paper is divided into three sections. The first section discusses the background and relevance of the study, theoretical and methodological framework. The second section highlights the role of media in creating public opinion and newspapers' role in Bangladesh regarding domestic and bilateral relations related issues. This section also brings the coverage on South Asian issues in Bangladesh newspapers briefly. It is pertinent to shed light on how media influence public opinion and the role of Bangladeshi media, especially newspapers, played at crucial moments in the history of the country to understand the media's influence on public opinion. The last section mainly talks about how the Bangladeshi newspapers –*The Daily Star* and *Prothom Alo*- promote regional consciousness through their coverage on SAARC summits. Before the conclusion, the third section also discusses the two newspapers' stance on the postponement of the 19th SAARC summit.

Background of the Study

The South Asian Association for Regional Cooperation (SAARC) had understood the role of media in promoting regional consciousness and shaping public opinion and perception in the 1990s. The approval of the Plan of Action on Media and Information at the 10th SAARC Summit held in Colombo in 1998 underscored the important role of media in building regional consciousness (Chishti, 2010)⁵. The significance of media again was brought to light at the 17th SAARC summit in 2011. SAARC leaders agreed to declare SAARC Media Day and arranged a regional conference on media (SAARC Secretariat, n.d.). Though provisions in the Declaration have not been implemented, it highlighted the importance of media in deepening collaboration in the region. At the 8th South Asia Dialogue in 2014, Rumel Dahiya (as cited in Singh, 2016) stated that the media has a role in promoting peace in the region. Bhargava et al. (1995)⁶ have also suggested that the media has a moral responsibility to promote the regional cooperation for the benefit of the South Asian people, and can sensitize the governments and people of South Asia to take action in Favour of regional consciousness and cooperation. But Dahiya (as cited in Singh, 2016) has pointed out that negative and adversarial reporting also take place regarding regional integration and cooperation. Dheeraj Sarthak and Sudha Upadhyaya (2010)⁷ noted that the media performs its social responsibility and at the same time also works for its commercial interests. On some issues, media promotes cooperation with neighboring countries and sometimes gives preference to their respective country's interests.

The above discussion points out the importance of media in promoting regional understanding and consciousness. The area of media and regional cooperation, integration and regional consciousness is considerably under-researched. There is a dearth of literature in this area, specifically in the South Asian context.

Begum (2013)⁸, Chishti, (2010)⁵, Khan (2004)⁹, Khan (2004)¹⁰, Sen (2002)¹¹, and Singh (1986) attempt to explain the significance of media in promoting regional cooperation, mutual trust building and advocating for peace in this part of the world. Some literature is available on how the newspapers in particular countries of South Asia present their neighbors, and what issues are covered more (Mathew, 2000¹²; Rahman, 1991¹³; Parveen and Rahman, 2000¹⁴; Pattanaik and Behuria, 2016)¹⁵. The study ‘Media Representation of the 18th SAARC Summit: Comparing Newspaper Coverage in Member Nations’ (2015) by Amanpreet Randhawa shows that national dailies emphasize on the participation and contribution of their leaders in SAARC summit. Randhawa concludes that the newspapers try to give an impression that ‘national government is better than SAARC for solving society’s problems’ (Randhawa, 2015, p.248)¹⁶ while this research exposes that the India-Pakistan conflict occupies majority portion of the coverage during the SAARC summits. However, Randhawa’s work neither extensively covers the representation of SAARC summit in any member countries’ newspaper or over-all in the newspapers of the region nor how print media make the people aware about the region.

Objectives

This study focuses on the role of Bangladeshi newspapers in promoting regional consciousness through its coverage of regional issues. In today’s new or social media world, people do not wait to get information from traditional media – newspapers, and even television. Social media is increasingly becoming popular day by day when the online media is presenting itself as more comprehensive, consummating the features of both print and electronic media. However, even at this time, the number of newspapers in Bangladesh is not decreasing but increasing. It can be argued that newspaper still serves as one of the major sources of information for the people in Bangladesh, as there are a significant number of newspapers in operation there, and the number is increasing every year (“Advancement of newspapers,” 2016). Kluver (2002)¹⁷ places the newspaper, due to its format, ahead of new media and television in helping to shape public opinion. Kluver says, “Typically, print media invite more reflective and deliberative attitudes within an audience” (2002, p. 504) Though new media can provide greater information, it brings “less knowledge and critical awareness of foreign affairs” (Kluver, 2002, p.499). As television is footage based media, it too has, according to Lee and Chwialkowska (as cited in Brokaw, 1993, p.36), ‘limited ability to deal with complex concepts.’ These arguments show that the newspaper can be an appropriate media in promoting regional consciousness in South Asia. Further, Nossek (2004)¹⁸ has suggested that the domestic context influences the work of journalists. Bangladesh led the region in the establishment of SAARC, and its foreign policy motto is ‘friendship to all, malice to none’ (Anis Ahmed, personal communication, January 3, 2017; Prodhan, 2011)¹⁹, the Bangladeshi newspapers have a congenial environment to promote regional consciousness, cooperation, and mutual understanding.

Passi (as cited in Passi, 2003, p. 478)²⁰ has described ‘regional consciousness’ as an expression of ‘regional identity.’ According to Passi, regional identity is “an interpretation of the process through which a region becomes institutionalized, a process consisting of the production of territorial boundaries, symbolism

This study focuses on the role of Bangladeshi newspapers in promoting regional consciousness through its coverage of regional issues.

and institutions” (Passi, 2003, p. 478). In this paper, regional consciousness is understood as ‘a sense of regional awareness’ (Fawcett, 2005)²¹ or the feeling of being ‘Southasian.’¹ To simplify, it is a sense of belonging among people of a region which makes them think themselves to be part of a community with shared aspirations, prospects, and problems.

Theoretical Framework

How public opinion or consciousness to a particular thing or subject or issues is created or shaped can be understood by two media studies theories- agenda setting and framing theory. These two theories help to understand how Bangladeshi newspapers promote regional consciousness among their audience.

Agenda Setting

Agenda setting theory tells that media can set the agenda of public discourse giving differential attention to certain issues (Iyengar, 2011)²². Agenda setting makes certain issues important over other issues. The issues get focus and priority in media these also likely become salient to the public (Dearing and Rogers, 1996)²³. James W. Dearing and Everett M. Rogers (1996) contend that media agenda determines the public agenda. Bernard Cohen asserts that the press does not tell people what to think, but it tells people what to think about (Dearing and Rogers, 1996). (M. Rodriguez and J. Antonio (as cited in Kwong et al., 2015, p.21)²⁴ find a significant relationship between the media’s agenda and the public opinion. Shanto Iyengar says:

The central idea of agenda setting is that, by giving differential attention to certain issues, the media sets the agenda of public discourse. That is to say, by covering some issues and ignoring others, the media influences which issues people view as important and which they view as unimportant. (2011, p. 242)

C. J. Oranga has used ‘agenda-setting’ theory along with ‘priming’ and ‘framing’ theories to understand the role of print media in informing the East African public about the East African Community (EAC). Iyengar refers to priming as “an extension of agenda setting” (2011, p.242). Priming theory tells that media prioritizes some issue over others. In his research, Oranga saw which issues of EAC got importance and how they got presented in the East African newspapers from January 2010 to January 2012. Oranga’s (2014)²⁵ study shows that the East African newspapers focus more on the EAC related events or functions if they are graced by the member countries’ head of states. Oranga (2014) concludes, the EAC has been presented Favourably, and the necessity of regional body has been framed as crucial for the member, though the EAC did not get the special coverage as elections or major sporting events get in overall presentation. D. J. Walmsley (2008)²⁶ conducted a study to see how the role of media in New England’s of Australia in promoting regional consciousness. He uses ‘agenda setting’ as a theoretical framework terming it as the most relevant theory in the study of exploring the role of media in developing regional consciousness in national

Agenda setting theory tells that media can set the agenda of public discourse giving differential attention to certain issues.

context (Walmsley, 2008). He analyzed the content of thirteen newspapers of New England to see what kinds of issues were covered and which cities names frequently appeared in the newspapers etc. According to him, the newspapers have the potential to influence regional conscious by their reports.

Framing Theory

Framing adds salience to a particular content. It is a way of treatment to a story that highlights some specific aspects of an event or an issue (Iyengar 2011). The framing of a story influences “how people think about” an event or issue (Iyengar 2011, p.253). Michael Schudson contends, “Frames in the media are principles of selection, emphasis, and presentation composed of little tacit theories about what exists, what happens, and what matters” (2011, p, 28). Framing shapes the issues and puts a perspective on it, and this may lead the thinking of readers in a particular way. Olmos and Garrido (as cited in Kwong et al. 2015) assert that the media does play a role in constructing the public opinion through the framing of the news. It is believed that framing is an effective strategy to convey information to a mass audience (Oranga 2014). Framing can be taken place in presenting the news to the readers in different ways as “news frames are constructed from and embodied in the keywords, metaphors, concepts, symbols, graphics and visual images influenced in a news narrative” (Oranga, 2014, p.55). Framing takes place both in headlines and in the text of the body of the articles through the use of certain words or phrases and their repetition. Every news item carries particular framing. It is impossible to avoid framing (Schudson, 2011)²⁷. Various things like the sense of news value and significance, time and space constraints and house policy lead the journalists to frame their stories. For example, if the newspaper wants to promote cooperation, it will emphasize on the need of treaties that will enhance the relations among countries to be signed and implemented, and it will positively present the issues.

In this study, we have seen what issues have been focused on and prioritized during the SAARC summit in the editorials in Bangladeshi newspapers. Agenda setting theory helps us to understand what the Bangladeshi newspapers tell their audience to think about the South Asia, specifically the SAARC region. It also helps to understand what kind of regional issues get priorities in the Bangladeshi newspapers. This theory tells us which issues of SAARC are being portrayed to the people of Bangladesh and what kinds of discourse on regional affairs are going on. Framing theory helps to understand how the Bangladeshi media present the regional issues to their audience whether they positively or negatively depict SAARC. The Bangladeshi newspapers’ perspective to South Asia can also be understood by using framing theory. It can be understood whether the Bangladeshi newspapers play an advocacy role in promoting regional cooperation or consciousness and what kind of SAARC they envision. In this research, framing theory has been used mainly to explore how SAARC is presented and what are the viewpoints reflected in the editorials.

Research Methodology

Along with reviewing the existing literature, data for this study has been collected from the qualitative and quantitative content analysis of the editorial of *The Daily*

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Star and *Prothom Alo* and semi structured in-depth interview of twelve respondents. For content analysis, the editorials of two newspapers- *The Daily Star* and the *Prothom Alo*- relating to SAARC summit published from 2002 to 2014. As SAARC represents the South Asian region, it would be perfect to see the coverage of media at the time of its apex summit because Bangladeshi press extensively covers it (Mofizur Rahman, personal communication, January 10, 2017²⁸; Sudhangsu Sekhar Roy, personal communication, January 8, 2017)²⁹. The rationale behind selecting editorials is that the editorial reflects the stance of the newspaper and its policy, and it affects the overall coverage of the paper. Therefore, the editorial is useful to understand the role of newspapers in promoting regional consciousness. The time frame 2002 to 2014 has been chosen as SAARC saw the new millennium as the rebirth of it (SAARC Secretariat, n.d.)³⁰ on the first summit of the new millennium. *The Daily Star* and the *Prothom Alo* have been chosen considering two criteria: period (2002 to 2014) under study, and circulation. *The Daily Star* published since 1991 (“*The Daily Star* celebrates,” 2015)³¹ is the highest circulated English daily whereas the *Prothom Alo* published since 1998 (“*Prothom Alo* celebrates,” 2011)³² is second among the Bengali dailies⁴. However, the topmost circulated Bengali newspaper the *Bangladesh Pratidin* came in publication in 2010 (Bashundhara Group, n.d.)³³, so *Prothom Alo* was chosen considering the time frame of the study. Thirty editorials of both *The Daily Star* and *Prothom Alo* from 2002 to 2014 have been analyzed. Among these, seventeen got published in *The Daily Star* and thirteen in *Prothom Alo*. These editorials were published from one week prior to and till one week following the starting date of SAARC summit. During this time, newspapers are expected to have focused on issues relating to SAARC. The codification of content analysis has been discussed in part three where the findings have been presented.

As a part of this research project, the interviewees were chosen using snowball (David and Sutton, 2011)³⁴ and purposive sampling. Among these respondents, six are journalists (diplomatic correspondents and editorial board members), two are media critics and observers, and three are academicians.

Section II Media and Public Opinion

Jürgen Habermas considers media as a public sphere where the various rational discussions took place (Butsch, 2009³⁵; Stevenson, 2010³⁶). The media coverage of any issue invokes certain discourses that shape public opinion. Dipankar Sinha asserts, “The mass media has a significant role in facilitating the construction of both the public sphere and democratic politics and can aid in the shaping people’s orientations, beliefs, and attitudes” (2002, p. 2802)³⁸. According to Debbie Lisle (2014)³⁹, media shapes our world. We come to know about the domestic and international issues through the media. We form our opinion about world politics based on media information. Media significantly influences and shapes public opinion as everything of world politics is mediated (Lisle, 2014). Alan R. Kluver (2002) informs that media has considerable influence in helping to shape public opinion which implies on foreign relations. He helps us to understand the media’s influence over foreign relations by quoting Neumann. Neumann says, “once CNN is on the story, the media drumbeat begins, public

Data for this study has been collected from the qualitative and quantitative content analysis of the editorial of *The Daily Star* and *Prothom Alo* and semi structured in-depth interview of twelve respondents.

opinion is engaged, and a diplomat's options recede" (as cited in Kluver, 2002, p.499).

Media's Role in Bangladesh

Historically, media of Bangladesh has played a significant role in mobilizing people and creating awareness against colonialism, oppression, and injustice (Rahman, 2016)³⁹. As a major source of information, the newspaper in Bangladesh can dominate and influence the thinking of the people of Bangladesh. Jahangir (2014)⁴⁰ notes that the Bangladeshi media influences the expectation of the audience. He points out that media picks up some issues and present these with specific framing which eventually has an impact on the thinking of people.

History informs that during British rule Bengali owned newspapers published from Bengal supported the nationalist agenda and tried to mobilize people against the colonial regime. Even Bengali owned newspapers did not hesitate to tear down the moderate nationalist who did not go sharply against the colonizer (Basu, 2013)⁴¹. This unequivocally outspoken role of media remained the same in East Bengal which was later named East Pakistan after the Partition of India in 1947 and became Bangladesh after the Independence War against Pakistan in 1971. In spite of the government's strict censorship during undivided Pakistan (Chopra, 2000)⁴², the Bengali owned and sponsored newspapers supported the causes of the Bengali people and their struggle against Pakistani rule. The Bengali nationalist newspapers played a significant role in creating the discourse of seeking autonomy (Mahmud, 2013)⁴³ and later for the movement of independence. Due to their critical position towards the Pakistani establishment, the newspapers faced stern and oppressive action (Chowdhury 2007a cited in Mahmud 2013, p.40).

After the independence of Bangladesh, the newspapers continued their role of criticizing the decisions of the government/state on different issues and indeed had to face censorship and other regulatory actions. The government of Sheikh Mujibur Rahman imposed a law banning all but four newspapers- *Dainik Ittefaq*, *Dainik Bangla*, *Bangladesh Observer*, and *Bangladesh Times* in 1974 (Mahmud, 2013) to suppress the dissent and critical voice. The bloody coup led by some army officials brought an end to the Sheikh Mujibur Rahman era in 1975, and it paved the way for the military rulers to grasp power until 1990. Though the military regimes allowed the resumption of the banned newspapers and new newspapers came into existence, strict official censorship and regulations to the newspapers were also put in place (Chopra, 2000; Mahmud, 2013). G. Rahman and H.U. Ahmed (as cited in Mahmud, 2013) mention the military rulers shut down at least 50 newspapers and periodicals between 1982 and 1989 on the allegation that publishing materials were critical of the government. Yet, some newspapers were vocal critics of the military government and, they supported a mass uprising that led to its collapse and brought backed democracy in Bangladesh in 1990. The 90's saw a resurgence of national dailies as the subsequent governments eased the restrictions (Gayen, 2016)⁴⁴ and the neo-liberal economic policy was adopted (Rahman, 2016).

Historically, the media of Bangladesh has played a significant role in mobilizing people and creating awareness against colonialism, oppression, and justice in the newspaper.

From the brief overview above, it is possible to suggest that newspapers have played an essential role during crucial events in Bangladesh. During the Language Movement, most of the newspapers strongly advocated the cause of the Bengali people's right to speak in their mother tongue. The Bengali people started a mass movement against the decisions of the then Pakistani government making 'Urdu' as the only official language of both parts of Pakistan in 1948. That movement continued till 1954 when the government recognized Bangla as one of the state languages. Jiblu Rahman (2017)⁴⁵ comments newspapers actively contributed in making the masses aware about the Language Movement. During the Movement, newspapers were the key sources of information for the people of East Bengal, now Bangladesh. An incident in this regard can illustrate the importance of the newspapers: thousands of copies of the *Saptahik Sainik*, published by Tamaddun Majlish which played a crucial role in initiating the Movement, were sold within two hours on 23rd February 1952, the day after the tragic killing of language protesters. On that day, the publisher brought out three editions of the same copy (Rahman, 2017). It is highly important to note this particular example which shows how ownership and ideology influenced the newspapers in favour or opposition of Language Movement (Chowdhury, 2016⁴⁶; Samin, 2017)⁴⁷. Newspapers continued their brave effort in supporting and creating public opinion during the Liberation War. During the war, there was constant surveillance and censorship on the press in general (Yusuf, 2013)⁴⁸. In such a dire situation, people from different walks from all over the country – be it the common people, freedom fighters or intellectuals published daily newspapers and periodicals to defy Pakistan's oppression and mass killings (Yusuf, 2013). Hasina Ahmed, a veteran researcher, has noted that journalists brought out the latest information about the war and made public unity against Pakistani aggression (Yusuf, 2013). Ananta Yusuf (2013) mentions that during the Liberation War of Bangladesh, almost 65 newspapers were published; most of them were weeklies, and a few were dailies. News story, commentary, articles, editorials of newspapers and periodicals were a considerable source of inspiration among the masses during the war (Yusuf, 2013).

However, the constitutional coup in 1974 halted the watchdog attitude and advocacy role of media. The subsequent governments allegedly used newspapers as the propaganda tool (Alam, 2017)⁴⁹. The military government used to send press notes and press advice to the newspapers' office in support or opposition to particular events or incidents related to the government, (Chopra, 2002) aiming to manufacture the public consent. However, few newspapers did not become 'obedient puppets' of the military regime and successfully created public opinion against the military government (Alam, 2017). During the final days of the Ershad led military government, some newspapers stopped their publication in protest of the pre-censorship and restrictive regulation on the press (Alam, 2017).

In the democratic environment after the 1990s, the Bangladeshi newspapers have played a crucial role in forming public opinion and influencing the government decisions on major issues. There are ample examples of creating pressure on the government to change its behavior and also take action on certain issues. Advocating for democracy is one of the major agenda of the Bangladeshi news media.

Bangladeshi newspapers and other media give wide coverage to issues related to democracy. Mashiul Alam (personal communication, January 2, 2017)⁵⁰, Raheed Ejaj (personal communication, January 7, 2017)⁵¹ and Rezaul Karim Lotus (personal communication, July 2016)⁵² comment their newspapers promote the democratic values and the good governance. Mubashar Hasan mentions the Bangladeshi media is “playing the positive role in upholding the democratic values in many aspects” (2011, para.1)⁵³. The Bangladeshi media promotes political consciousness, informs and makes the people aware of the necessity of their participation in political decision-making process. Human rights issues are also covered widely in the newspapers. Some newspapers like *The Daily Star* and *Prothom Alo* continuously keep the focus on the violation of human rights. Minority issues also get extensive coverage in the Bangladeshi media, and the anti-minority sentiments are discouraged by most newspapers and news media. President of Bangladesh Abdul Hamid commented that most newspapers had maintained secular and democratic stance (“Democracy needs active,” 2016)⁵⁴

In their coverage of environmental issues, the newspapers of Bangladesh set agenda to create public awareness to save the environment, and pressurize the government into taking action. Even some newspapers, specifically *The Daily Star*, have taken the position of a campaigner on the environmental issue (Haque, 2015). Reza and Haque (2011)⁵⁵ note that the Bangladeshi newspapers considerably influence the public perceptions of environmental changes. Their research shows that the Bangladeshi newspapers not only create public discourse on environmental changes but also help the Bangladeshi delegation to bargain on issues related to Bangladesh by publishing various types of items on climate change.

South Asia in Bangladeshi Newspapers

Every national newspaper of Bangladesh has international page(s) where it publishes international news and regional news collected from the international news agencies. Most of the Bangladeshi papers do not have their correspondents in other South Asian countries except in India. Even the most influential *Prothom Alo* does not have its correspondents in other South Asian countries except Kolkata, Agartala and New Delhi in India while *The Daily Star* has correspondents only in Kolkata and New Delhi in India within the South Asian region. It remains to be explored if the presences of correspondents in a place have any impact on the coverage of events or issues of that particular place. Bangladeshi newspapers inform their audience on the events and issues of South Asian countries through Western news agencies (Rahman, 1991)⁵⁶

Like the prevalence of Western news agencies as the source of news in South Asia, the other regions get more coverage than South Asia. A recent three months content analysis of 15 newspapers of different South Asian countries by Pattanaik and Behuria (2016)⁵⁷ shows that South Asia gets less attention and space than other parts of the world in these newspapers and, if it gets focused, then it is mostly dominated by India. Their assertion is applicable in the context of the Bangladeshi newspapers also. In Bangladeshi newspapers, India gets more focused due to its geographical connection, size, and relations with Bangladesh. After India, Pakistan gets more

Bangladeshi newspapers not only create public discourse on environmental changes but also help the Bangladeshi delegation to bargain on issues related to Bangladesh.

coverage than any other South Asian countries. Afshan Chowdhury (personal communication, January 6, 2017)⁵⁸, Kaberi Gayen (2016)⁵⁹, Muhammad Jahangir (personal communication, January 11, 2017)⁶⁰ and Roy (personal communication, January 8, 2017)⁶¹ observe the other states like Nepal, Bhutan, Sri Lanka and the Maldives rarely come into the Bangladeshi newspapers unless some 'big' crisis like political instability or natural disaster take place. Mathew (2004) notes that the nations of South Asian regions little know about each other because of their mutual exclusiveness in their media coverage to each other.

Bhargava et al. (1995) point out that the coverage of any issues in South Asian media is not process based instead it is mainly event based. In a similar vein Jahangir (personal communication, January 11, 2017) and Golam Rahman 10 (personal communication, January 8, 2017) comment that the Bangladeshi newspapers mostly cover event based issues instead of doing in-depth reporting of the various social-economic and cultural issues which can be helpful for the people of South Asia. Roy (personal communication, January 8, 2017) notes that those events that have newsworthy sensation get covered in Bangladeshi newspapers mostly. He also claims that when something happens in the South Asian countries, then it gets focused otherwise does not. However, if the event is picked up, sometimes it is twisted, full of bias information and, political and diplomatic issues mainly dominate news items.

Though the agenda of Bangladeshi newspapers in covering international news is still under - researched, most of the interviewers, especially journalists, say that Bangladeshi newspapers do not have agenda behind the international news. However, if someone pays careful attention to the coverage of Western media on the Middle East or Africa, s/he will readily understand the agenda of particular media work behind its coverage on the particular issue. Scholars argue that the house policy, its ideology (Gayen, 2016), location and environment where the media situated (Nossek, 2004) and the journalists own understanding or sense of newsworthiness work behind selecting and presenting the news. Along with these things, the idea of 'national interest' influences the coverage of regional or bilateral issues. Bilateral issues related to the national interest of Bangladesh get priority, and commentary articles and editorials published on these besides factual reporting. The motto of the foreign policy of Bangladesh 'friendship to all, malice to none' (Prodhan, 2011), works behind the news coverage to the neighboring countries.

However, they also assert that their newspapers promote regional or bilateral cooperation keeping the 'national interest' in priority. This seems to be a paradoxical assertion. This dichotomy of 'friendship to all' policy and prioritizing 'national interest' is visible when conflict arises with the neighbors. It becomes clear by the comment of Kaberi Gayen, "Whenever any conflict situation arises between countries, the state-owned media for certain, along with other media, construct the image of that situation, keeping national interest as their focus"(2016, p.93). Not only the flag of national interest but also the political-ideological stance of the newspapers influences the treatment of news as Gayen (2016) writes that the newspapers attached with Islamist ideology help in spreading hate against the neighbor countries, especially India and Myanmar whereas liberal and progressive newspapers try to give balanced treatment.

Due to the political stance of the newspapers, the same news is depicted and framed differently. The propaganda or provocative news influences a group of newspaper readers. Gayen (2016) brings out the example of communal incitement created by the Inquilab in 1989 which published a lead story reporting that the Babri Mosque had been demolished long before the demolition took place. Though this example is a negative example of media's power in mobilizing people, some examples show that the Bangladeshi media can create public opinion positively regarding issues related to the national interest. On the Tipaimukh dam issue, the Bangladeshi media was able to create public opinion by publishing extensive reporting, analytical articles, and experts' commentary. They portrayed that the proposed Tipaimukh dam in the Northeastern state of Manipur of India as environmentally hazardous for Bangladesh. As the pressure mounted on the Bangladesh government, it sought explanation and information on the proposed hydroelectric project from the Indian government. In response, India assured Bangladesh that it would not do anything that would cause harm to Bangladesh. In the case of the killing of Felani Khatun by BSF soldier, the news media depicted and framed the incident as inhumane. Though the government of Bangladesh has generally played down the border killings by BSF ("Shootings on the," 2011), this particular issue was raised in New Delhi by Dhaka due to the nature of killing that had angered Bangladeshi people.

The above discussion epitomizes that the Bangladeshi media is able to create discourse and influence the thinking of people. It also shows that the Bangladeshi media can play a pro-active role in promoting, advocating and making people conscious of diverse issues like democracy, good governance, human rights, minority issues and environmental rights. However, these roles vary depending on the house policy and the political ideology of the media. These things also influence in prioritizing and framing the events or issues happening in the neighboring countries or the region. This part also highlights that South Asia gets less coverage whereas the region of America, Europe and Arab get more coverage in the media.

Section III

Identifying the Role of Bangladeshi Newspapers in Promoting Regional Consciousness

Frequent presentation of any particular issue by media makes it an issue of discussion among the audiences. Not only that, media can shape the way a discussion happens over an issue by framing it in a particular way. The setting of agenda and framing of issues viewed through social theories helps us to understand how the media influence the public opinion. This part discusses how the Bangladeshi newspapers in general and *The Daily Star* and *Prothom Alo*, in particular, present the SAARC summits and in what ways they promote or create regional consciousness among their readers. This discussion will come up with the findings of the content analysis of thirty editorials published in *The Daily Star* and *Prothom Alo* from 2002 to 2014.

The content of the editorials has been analyzed using different codification to see how the agenda setting and framing theory works in the editorials on SAARC summits. The most discussed issues are dug out and then it is seen how they are presented. The issues have been identified after a close reading of the editorials, and

when the issues have been identified, and effort has been made to see why these issues have brought out for discussion. The views of the editorials are codified by categorizing them in optimistic, pessimistic, mixed and other. If an editorial cheers a summit for its taking place, for its taken decisions, agreements, and outcomes, it has been considered as an optimistic representation of a summit. Pessimistic is opposite to the optimistic representation of a summit. It mainly denotes cases when the editorial expresses dissatisfaction and confusion to the outcomes or decisions taken in the summits.

The mixed category consummates both optimistic and pessimistic, in another word, if a summit is presented with expressing hopes and confusions at the same time in the editorial, it falls in the mixed category while the other category includes everything out these three categories. It is seen that the other category editorials, their introductions, and conclusions mainly play an advocacy role. Along with these codings, it is explored how the people are referred to in the editorials and the status or importance given to them. At last, there has an attempt to show how the region 'South Asia' is perceived by the newspapers and what are the expressions of the 'region' presented. Using these codings, the findings are presented under some themes: issues that dominate SAARC summits coverage, common problems that connect South Asia, the success story of SAARC summits, people at the center of focus in them and the depiction of South Asia as a region. These are presented below:

Issues that dominate SAARC Summits

Seventeen (eleven of *The Daily Star* and six of *Prothom Alo*) out of thirty editorials highlight a range of issues relating to economic and trade cooperation. Such issues cover issues like with the removing the non-tariff barrier to trade in South Asia to the formation of the much awaited Customs Union and a monetary institutional framework for the South Asian common currency, which envisions an integrated South Asian Economic Zone. Although the political disagreement, bureaucratic tangle, and non-tariff barriers are stopping the long expected Free Trade Area Agreement's enactment, the newspapers depicted free trade as the key to the economic development of all, especially for small countries for South Asia which signifies that the Bangladeshi newspapers prioritize trade and economic cooperation. Rashed Mehedi (personal communication, January 2, 2017)⁶² asserts that though there is no formal policy, they are usually advised to highlight trade and economic issues during the summits. Coincidentally, trade and economic cooperation also get priority in almost all summit declarations.

Seventeen (eleven of *The Daily Star* and six of *Prothom Alo*) out of thirty editorials highlight a range of issues relating to economic and trade cooperation.

Sadly this economic cooperation issue is not followed by related issues like connectivity (transit, trans-shipment, trans-boundary railway and highway). Connectivity issue stands behind human security, terrorism, and environment concerns (climate change and natural disaster have been categorized as environment issues in the coding). Human security (women and child rights, food security and social charter) stands second on the priority list. It seems that the Bangladeshi newspapers think about the people of the South Asian region. The pro-people tendency has been seen in their framing of SAARC summits also. If a summit

produces some good results, newspapers usually assign the general population as the benefactor. However, the focus remaining on human security-related issues, poverty is not given a neck to neck priority. Human security is followed by terrorism which is a common concern for all countries of South Asia. Though terrorism causes suffering to all of the South Asian countries, they do not come on the same platform to define the term terrorism itself. However, it is urged by all the member countries to work together in the fight against terrorism. Cross-border organized crime and terrorists activities are blamed for creating mistrust and misunderstanding among the countries which hinder the cooperation and peaceful environment. Natural issues like environmental concerns and natural resource -energy and water resources- follow the political and artificial problem of terrorism. Outside of these, other important issues like free movement of people, education, cultural exchange and engagement of civil society are rarely presented to the audience by the newspapers. South Asian socio-cultural matters do not get much space in the coverage by the Bangladeshi newspapers (Jahangir, personal communication, January 11, 2017; Rahman, personal communication, January 8, 2017; Roy, personal communication, January 8, 2017). The wide pictures of South Asia encompassing with diverse issues about the region's problem, progress and prospect can widen up the area of knowledge of the audiences. As Lippmann (1992) points that the media create a world in our mind (cited in Silva, 2008, p.136)⁶³, being informed about the regional issues will create awareness among the people regarding common problems and threats. Such representation can likely make the people of Bangladesh sympathetic to the people of other parts of the region by them knowing and experiencing common problems. However, the newspapers emphasis on the trade and economic cooperation and political problems overlook the socio-cultural issues of South Asia.

Common Problems Connect South Asia

South Asia is socially-culturally and even politically a region which is depicted as a 'densely populated' and comprises of the poor parts of the world. The region is not integrated in spite of having set up regional organizations more than three decades ago, but South Asian countries are connected and inter-linked to the problems or threats faced by each other. The major problems or threats to South Asia presented in the editorials of *The Daily Star* and *Prothom Alo* can be identified as political, social, economic, and natural. These categories are not like watertight compartment as one same problem can fall into more than one category.

The problems of terrorism/extremism/militancy can be categorized as the main political problems where poverty is economic, and climate change and natural disaster (cyclone, earthquake, flood, Tsunami) are natural problems. The social category includes discrimination against women, their rights and those of vulnerable children. Criminal activities like cross-border organized crime, drug smuggling, and human trafficking overlap with the economic and social category and also with the political category. Among the thirty editorials, twenty-two (73.33%) -twelve from *The Daily Star* and ten from *Prothom Alo*- depict these problems. The political problem (terrorism/militancy/extremism) has been informed in seventeen editorials while natural (climate change and natural disaster) in eleven, economic (poverty) in ten, cross-border organized crimes in eight and others (women deprivation, food security, and energy crunch) in three editorials.

The major problems or threats to South Asia presented in the editorials of *The Daily Star* and *Prothom Alo* can be identified as political, social, economic, and natural.

Both newspapers present the problems as regional, not of any particular country based which gives a sense people to see the same issue that connects them psychologically, though not physically. As psychological proximity determines the news value of an event or issue, here by reporting the issue, an act of constructing a psychological bridge among the communities in South Asia is undertaken. These common challenges mentioned above are not only viewed as problems but also present an opportunity to the prospects of initiating common, collective and concerted strategy and effort to tackle that problem. For example, The Daily Star asserts, “the glaring realization is that our fate is intertwined and resolutions of common problems require common approach” (“13th SAARC Summit: Time to deliver,” 2005, para. 2)⁶⁴. Prothom Alo expresses same views, “There is no alternative but collective effort to tackle down the problem of poverty, increasingly spread terrorism and natural disasters-tsunami, flood and earthquake” (“Dhaka Declaration: SAARC to get,” 2005, p.8)⁶⁵.

SAARC Summit: Depicted Optimistically with Caution

To understand the views expressed in the editorials, they are codified in four categories: optimistic, pessimistic, mixed and other. Among the thirty editorials headlines, twenty-seven percent are optimistic and only three percent pessimistic and ten percent mixed while the majority sixty percent fall in the category of other. However, above fifty-three percent introductions and thirty-three percent conclusions express hope on the outcome of SAARC summits and its decisions while thirteen percent introductions and three percent conclusions express some form of pessimism. Some of the optimistic headlines are presented below: (a) “SAARC process back on course: Comprehensive agenda for Kathmandu Summit (2002)⁶⁶”; (b) “Dhaka declaration sounds visionary: A new sense of direction unfurled (2005)⁶⁷”; (c) “Toward enlightening direction: Implementation of SAARC declaration can change the region (2004)⁶⁸.”

The first headline praises the SAARC for being in a track of holding summit after a delay of two years and as the editorial published one day before the summit taken place it sought a comprehensive agreement from the summit. The second headline also framed the 13th summit optimistically as it terms the Dhaka declaration ‘visionary’ and a ‘novel path of the walk’ is chartered out. The third headline explicitly expresses optimism terming the adopted SAARC declaration as the guidebook for changing the fate of the South Asian region. Though the optimistic headlines are approximately one-fourth of all headlines, more than 53 percent introductions of the editorials praise the SAARC summits.

The Delhi summit of SAARC leaders have certainly concluded on a positive note, as the adoption of a 30-point declaration demonstrates. A distinctive feature of this year’s summit has been the pronounced emphasis on an expansion of links among the member nations of the organization in a variety of areas (“SAARC Summit: Connectivity,” 2007, para.1)⁶⁹.

This introduction of editorial on the 14th SAARC summit conveys a positive and optimistic message to the people of South Asia about the summit’s outcome on reaching consensus on various sectors starting from education to regional

To understand the views expressed in the editorials, they are codified in four categories: optimistic, pessimistic, mixed and other.

connectivity. ‘One-third of the editorials’ conclusions also expresses optimism toward the summit and its outcome. The editorial on the 17th summit ends with expressing “hope that the Maldives SAARC summit would provide an impetus to the long awaited accelerated phase of cooperation in the region” (“The 17th SAARC summit, 2011, para.7). Only three percent headlines and conclusions each and above thirteen percent introductions express pessimistic view towards the SAARC summits their outcomes.

The SAARC apex summit held in the capital Thimpu of Bhutan unveiled a 36 point declaration in the last day of the two days long summit on Thursday. However, there is a less reflection of the expectation (“Thimpu Silver Jubilee,” 2010, p.12)⁷⁰.

This introduction expresses dissatisfaction with the outcome of the Thimpu summit as the Prothom Alo thinks that this has not delivered anything important and significant for the people. Mixed introductions and conclusions are above thirteen percent and twenty-three percent respectively while twenty percent introduction and forty percent conclusion fall into other categories. In the other category which includes the headlines which neither express optimism nor pessimism nor also not mixed of both. Usually, these headlines do play an advocacy role. This means the SAARC has to do many things in future. Some of such headlines are: (a) “SAARC and Media: Needs to ensure journalist’s unrestricted movements (2005);” (b) “The 17th SAARC summit: Let the bridges be built on a stronger base (2011);” (c) “13th SAARC summit: Era of implanting agreements and decisions to begin (2005);” (d) “15th SAARC summit: Make political promises meaningful (2008).”

These four headlines express the need to implement the decisions or materialize the promises by the SAARC and its member countries. Eighty-three percent editorials play an advocacy role. Thirteen out of seventeen editorials of *The Daily Star* and twelve out of thirteen of *Prothom Alo* advocate for deeper economic integration and connectivity, removing the common problems faced by South Asia and making SAARC an active organization. The following conclusion of *The Daily Star*’s editorial on 17th SAARC summit can inform the advocacy role: “With the global economy in free fall, South Asia needs to come closer through connectivity in handling its economic affairs. Moreover, SAARC must re-emphasise its role in neutralizing such threats as militancy, of all kinds, in South Asia” (Addu summit reinforce, 2011, para. 3).

The above discussion makes it understandable that the both *The Daily Star* and *Prothom Alo* generally present the SAARC summits more optimistically (thirty percent headlines, above fifty three percent introductions and above thirty three percent conclusions) than presenting the summit pessimistically (above three percent headlines, above thirty three introductions and above three percent conclusions) while with also expressing mixed views (ten percent headlines; above thirteen percent introductions and twenty percent conclusions). This optimistic representation of SAARC summit can send a positive message to the readers which may help them to see the regional forum as a hopeful platform for all. Along with the optimistic representation, the advocacy role of media can make people think the importance of regional organizations and regional connectivity and cooperation. As

Thirteen out of seventeen editorials of *The Daily Star* and twelve out of thirteen of *Prothom Alo* advocate for deeper economic integration and connectivity. removing the common problems faced South Asia and making SAARC an active organization

the prioritization of media become the priority issue of the audience, the advocacy role of media can potentially create a desire or sense of among the people to see a better functioning SAARC and ably administered South Asia. Mostafa Kamal Majumdar (personal communication, December 23, 2016) notes that the Bangladeshi newspapers' editorial starts with depicting what SAARC has failed to deliver but finishes with optimism and the urge to resolve the problems.

People at the Center of Focus

People are central to the representation of any South Asian issues- be it trade or terrorism- in the both *The Daily Star* and *Prothom Alo*. Counting and analyzing the diction 'people' in the story, it has been tried to find out how the people of South Asia are framed, presented and how they are prioritized. It has been found that the reference to people of South Asia presented in different ways which have been categorized in eight. These are: 'people,' 'people of South Asia,' 'people of South Asian countries,' 'South Asian people,' 'people of the SAARC region,' 'people of SAARC countries,' 'people of the region,' 'South Asian,' and 'others (people of eight member countries, one third of humanity, one-fifth of world population etc.).' Among the thirty editorials, these categories are found in twenty-two editorials which 73.33 percent of total editorials. The Daily Star referred to people in twelve editorials among seventeen, and Prothom Alo in ten of its thirteen editorials. Such use of 'collective identity' phrase works as 'acting.' Such use of words or terms can possibly to grow a sense of a 'collective community' of a greater region as James Paul Gee says, "Language is a key way we humans make and break our world, our institutions, and our relationships through how we deal with social goods" (2011, p. 9-10).

People are presented both as the victims and the beneficiaries of the failure and the success of the regional initiatives. Both the newspapers speak in a way that seems they are talking about the people. Such as the sentence "We hope, SAARC leaders will be held accountable the South Asian people if they do not turn their words into deed" ("SAARC Summit: Many," 2014, para. 4) emphasize the people's demand.

The editorial focused on the 18th SAARC summit tells the signing of the agreement on energy cooperation is a demonstration of the collective will of SAARC member countries "...to work for the common good of the people of South Asian countries. It is also measure of importance India and Pakistan have to the furtherance of Saarc as regional grouping for one third-of humanity" ("SAARC summit ends," 2014, para: 4). Locating people as the core stakeholder of the SAARC decisions, some editorials also point out people also suffer due to the bad policies like focus on military spending ("SAARC Pledges," 2002, p. 4) and war project (SAARC summit: Needs, 2002, p.6) by the South Asian governments.

It has been tried to find out how the people of South Asia are framed, presented and how they are prioritized.

People are presented as the takers of benefits produced by the political leaders, not as someone who have the agency to change the system. The newspapers do not create the feeling among the people of being empowered. Common people are referred to as 'powerless' in only one editorial. *The Daily Star* comments, "Unfortunately, the poor are not in power in the SAARC zone, the world's poorest. And priorities appear

to be set by sources with no serious stake in poverty reduction” (“SAARC Pledges,” 2002, p.4).

Multiple Expressions but One Meaning of South Asia

In the editorials, the terms/phrases ‘South Asia,’ ‘South Asian region,’ ‘SAARC region/zone,’ and only ‘region’ have been used interchangeably to mean the South Asian region, where the countries of South Asia have been referred as ‘South Asian nations/countries,’ ‘SAARC states/nations/countries,’ ‘countries of the region/South Asia,’ ‘regional nations/nations in the region,’ and sometimes as ‘member countries’ or ‘countries’. Interestingly, the reference to the countries is attached with the regional connotation which may create a feeling in the reader’s mind that he/she is a ‘South Asian.’ With such framing, it can be argued that the editorials analyzed, show that South Asia is depicted as a unitary region.

SAARC in Quagmire: What the Bangladeshi Newspapers Say

The cancellation of the 19th SAARC summit in 2016 came as a result of a terrorist attack in Uri for which India blamed to Pakistan. Bangladesh, Bhutan, and Afghanistan in line with India announced to boycott the SAARC summit scheduled to be held in Islamabad in November in 2016 due to the cross-border terrorism and lack of congenial atmosphere required for the summit (Bhattacharjee, 2016). Though Bangladeshi newspaper did not critically analyze the stance of the government, they expressed the view of the necessity of holding talks. In their editorial, *The Daily Star* and *Prothom Alo* stated that there is no alternative of dialogue and the problems need to be sorted out through talk. In its editorial, *The Daily Star* states “we feel talking to each other is better than talking at each other and for that the Summit is indispensable...We need more of Saarc not less of it. Notwithstanding its flaws we cannot let Saarc die” (Postponement of Saarc Summit, 2016; para: 4).

While *The Daily Star* presents the necessity of SAARC summit and its survival, the *Prothom Alo* expresses optimism that the tension between India and Pakistan would lessen and SAARC would start to function again with new vigor (Postponement of SAARC summit, 2016). Not only in their editorials, but their news also bears the tone of a functional SAARC. Both the newspaper have outlined that there could be no alternative of SAARC though the oldest regional organization failed to deliver something outstanding but contributed positively to the socio-economic sectors of the region.

Conclusion

As the media influence public opinion, this research aims to find out how media can makes people aware of their region and instill regional consciousness. Newspapers as one of the major information sources can give people a wide range of issues with particular framing about their region. This paper explores the role of the Bangladeshi newspapers, specifically *The Daily Star* and the *Prothom Alo* in promoting regional consciousness. The content analysis of the two newspapers and the semi-structured

With such framing, it can be argued that the editorials analyzed, show that South Asia is depicted as a unitary region.

interview show that the newspapers of Bangladesh play a positive role in this regard. The policy of promoting cooperation with the neighbors and with the region works as a factor for the Bangladeshi newspaper in covering SAARC mostly in a positive manner. While exploring the treatment to the SAARC through the analysis of editorials, this paper leaves the area of the political economy of the newspapers covering the SAARC positively or negatively to be explored in future research.

Notes

1. Himal Southasian, a Nepal-based magazine, favours to use 'Southasia' as one word rather than separate by which the magazine want to inject some feeling to the mind of the people of 'Southasia' for promoting the unity among themselves. The name of the magazine itself reflects its editorial policy. Here the term is used 'Southasian' as an identity to the people of South Asia.
2. Dr. Mofizur Rahman, Professor and Head of Department of Mass Communication and Journalism, University of Dhaka.
3. Dr. Sudhansu Sekhar, Professor and Head of Department of Printing and Publishing and former faculty member at the Department of Mass Communication and Journalism, University of Dhaka
4. The list of newspaper and their circulation collected from the Department of Film and Publication, Ministry of Information, Bangladesh by the author in June 2016.
5. Mashiul Alam, Assistant Editor, Prothom Alo, Dhaka.
6. Raheed Ejaj, Diplomatic Correspondent, Prothom Alo, Dhaka.
7. Rezaul Karim Lotus is a Special and Diplomatic Correspondent, The Daily Star, Dhaka
8. Afshan Chowdhury, Senior Journalist, Columnist and Media Critic.
9. Muhammad Jahangir, Columnist, Media Critic and Media Researcher.
10. Dr. Golam Rahman, Former Chief Information Commissioner, Bangladesh, Former Professor and Head of Department of Mass Communication and Journalism, University of Dhaka
11. Rashed Mehedi, Senior Diplomatic Correspondent, Samakal, a renowned Bengali newspaper,
12. Mostafa Kamal Majumdar, Consultant Editor, The Asian Age, Dhaka.

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The content analysis of these two papers show that they play a positive role in promoting cooperation with Bangladesh's neighbours.

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**BOOK
REVIEWS**

TRP Trick- How Television in India Was Hijacked!

Author: Dr. N. Bhaskara Rao

Publisher: Vitasta, New Delhi

Year of Publication: 2019

Reviewer: P. N. Vasanti

DG, Center for Media Studies, Research House

Saket Community Centre , New Delhi

Why do we feel that inspite of 800+ channels in our country, we have little to watch on television today ? How come we have so many news channels and who owns them? Why are television serials so regressive? Why is content on Indian television so sensational and trivial ?

These are few questions that are often asked about Indian television not just for television viewers but also for researchers and academicians.

A recent publication titled “The TRP Trap: How Television in India was Hijacked” is one book that discusses this and many more such issues. The title itself of this book is provocative and very upfront on what this book is all about.

It is written by Dr N Bhaskara Rao, who has 50 years of experience in media studies including the first National Readership Survey in India, a basis for all media survey since the 1970s. He founded Research and Evaluation Department at IIMC more than 40 years ago.

Dr Rao explains how decisions on content and operational aspects of television, like world over are made based on ‘Television ratings’. He also elaborated on how this has mislead us in just copying popular western models, instead of developing Indian models of television that could be more relevant to its development. This book explains all this with facts and figures. For example, based more than one lakh hours of television news content by CMS Media Lab, Dr Rao provides valuable insights on content priorities and linkage with TRPs.

Television ratings are the most controversial element of the media business and often shrouded with secrecy. In India specially, there has been little debate or transparency on the workings of such ratings and even the relevance.

In our country, Television was introduced with a mission, a mission to educate, inform and bring together a diverse and developing nation. Unlike other mass media such as newspapers, cinema and initially radio, that were introduced and promoted by private players, the Indian government purposely introduced television for this mission. With the entry of Star TV into India in 1992, on one hand terrestrial television suddenly paved the way for new satellite based technology in one of the world’s largest consumer market; on the other hand it also ushered in transnationalisation of television landscape in India.

Television in India is now more than 50 years old and also an important business due to its popularity and ubiquitous nature. This untold story of TRPs in India is therefore quite an important read for all those interested in Media and Communication sector.

The book explains how with only 500 imported meters, a foreign company could claim that its TRP was a viewership indicator for one billion plus multi lingual people of this diverse country. And yet, TRP were perpetuated as yardstick of the industry. The Author argues that qualitative dimensions of viewership are important and cannot be ignored. Passive viewership, which is what TRP captures, is of no consequence except for advertising. And yet TRPs continue to be used more for deciding program priorities. This book explains all that with hitherto untold happenings.

The story narrated by the author Dr N Bhaskara Rao who was also witness to the TV growth story in India on how he feels the ratings are a hoax perpetrated on 21st century India, without the government questioning it. The book also explains how ratings and TRPs have distorted the intent and purpose of television in India. Television was taken initially by Indian leaders and supported with high expectations of an entertainment – education model. But ended up as a ‘market media’ instead of retaining character of a mass media. The author explains how TRP caters to interests of corporates more than citizens and community.

Dr N Bhaskara Rao, founder chairman of CMS and one of the early media communication scholar and social scientist has been on the forefront of this discourse. Dr Rao is a legendary figure and a pioneer in TV research in the country. He brings not only his professional expertise to bear on the issue, but provides deep insights because of his personal involvement in key developments of TV in India. Having worked both within and outside the government, his inside knowledge combined with the objectivity of an independent researcher provides the reader a unique vantage point. Also, his understanding and experience with research on social issues, policy studies and market research is a rare combination that provides multi-dimensional insights and examples in this book.

The book also provides suggestions on how things can be changed even now to make television in India more relevant. It calls for strengthening BARC for making its service more reflective, representative and transparent. The author also advocates TRAI recommending impact research as an obligatory responsibility of channels individually and together and Government support for such longitudinal research.

As mentioned by Kiran Karnik (former CEO, Discovery Channel) in his foreword: “In the context of the growing importance of TRPs that this book is of such special relevance and significance. Understanding the background of Indian TV, the origins of TV ratings, the work of various key organisations involved: all these are pertinent to the endeavour of comprehending the phenomenal hold of TRP on the TV landscape.”

This book provides foundation for further research on ratings and their implications on content and business of television. For anyone interested in understanding how ratings and TRPs have distorted the intent and purpose of TV in India, even as you take a journey through the history of TV, this is the book to read.

Breaking News: The Remaking of Journalism and Why it Matters Now

Author: Alan Rusbridger

Publisher: Farrar, Straus and Giroux, New York, USA

Year of Publication: 2018 (Pp. 440; price \$30)

Reviewer: Prof. M. R. Dua

Former Professor, IIMC
(Presently in USA)

“ULTIMATE defence of journalism is that it remains a public good.”

These lines, pithily and most comprehensively, sum up the contents of Alan Rusbridger’s this most remarkable and engagingly written memoir. After well over 40 years in teaching and active journalism, Alan Rusbridger retired as the editor of the prestigious British daily newspaper, *The Guardian*, and when he retired in 2015, he avers, he found, “the new news that is replacing ‘journalism’ is barely understood... but, it is here to stay and is revolutionizing not only systems of information but also the most basic concepts of authority and power.”

What has happened to, and the now-transformed journalism, during the last 25 years is beyond one’s wildest estimations, has flabbergasted the author. Particularly, after he took to teaching journalism at Oxford University and became Chair of the Reuters Institute for the Study of Journalism.

Alan Rusbridger “describes what it felt like to be at the eyes of this storm..., and there was violent destructiveness to the forces that were being unleashed all around. But there was also exhilaration. Our generation had been handed the challenge of rethinking almost everything societies had, for centuries, taken for granted about journalism.”

After being unadulterated die-hard professional journalist and then becoming a journalism teacher, Rusbridger endeavoured ‘to set out the challenges for journalism.’ He realized that ‘journalists no longer have a near-monopoly on news and the means to distribution. The vertical world is gone forever,’ and added ‘Journalists no longer stand on a platform above their readers. They need to find a new voice. They have to regain trust. Journalism has to rethink its methods; reconfigure its relationship with the new kaleidoscope of other voices. It has to be more open about what it does and how it does it.’ Journalists, he underlined, can now harness almost infinite resources to help them.

Meanwhile, looking at his labyrinthine, highly productive journalism career, Rusbridger recollects and recapitulates how journalists did their job in the yesteryears when the ‘centuries-old craft of journalism’ functioned and how it had cruised through without being in danger of losing its status and relevance. Starting as an apprentice at a small town daily, Rusbridger quickly grasped the newsroom logistics and mechanics of the printing technology that then mostly consisted of linotype and

Ludlow machines. He seems to have enjoyed ‘the molten metal and grease that would waft into newsroom.’ But he rather quickly rose to the top-notch positions in several local newspapers; rarely did he ever ‘talk about the newspaper business model.’

While practising hard-core competitive journalism, an American political commentator, David Broder, impressed Rusbridger the most. Broder reckoned journalism as “the process of selecting what the reader reads involves not just objective facts but subjective judgements, personal values and, yes, prejudices. Instead of promising ‘All the News That’s Fit to Print’—(*The New York Times*’ credo printed daily in a box, left its masthead.) Added Broder: “...the newspaper that drops on your doorstep is a partial hasty, incomplete, inevitably somewhat flawed and inaccurate rendering of some of the things we heard about in the past 24 hours... it’s the best we do under the circumstances, and we will be back tomorrow with a corrected updated version...”

When Rupert Murdoch ushered in the digital era in *The Times*, the daily he owned, and laid off over 5,000 of his staff, an entirely fresh new horizon opened up in the newspaper journalism in Britain. As *the Guardian*’s editor, Rusbridger, then in his mid-40s, had the distinction of putting his paper in a completely different frame of operation, confronting the price-war with Murdoch’s *The Times*. But Rusbridger also braved to ignore the broadsheet-format to tabloid-format, and succeeded, while his many other rivals yielded. That profoundly enhanced the *Guardian*’s status in the country.

Meanwhile, the British newspapers were fiercely piling up circulations, and furiously competing by introducing new content genre and venturing into many unexplored journalistic arenas, such as travel writing, commentaries, cinema and entertainment industry reviews, etc. There were indeed interesting times for press and press persons in England of those days. Meanwhile, the tectonic pace of the internet’s surge further heightened the meteoric communication media’s expanding growth. The author moved faster and carried *The Guardian* along, but rarely earning fat dividends for the owners. It was then that Rusbridger initiated steps to further boost the paper’s investigative stories into corruption exposed by the serious fraud office arms, slush funds, and many alleged bribery cases. As the coverage of such issues expanded, so did the circulation to the joy of everyone concerned with paper’s prosperity.

But then came the great depression of 2008 that tremendously hurt everyone, including the newspaper industry. Cutting coverages, laying off the staff and economizing on every front was the order of the day. The print editions suffered, but the online mode expanded swiftly, aggressively. The internet bloomed by the seconds to diminish the print’s imprint, and thereby enlarging the paper’s infinite reach globally in disseminating the news to the wide world without any delay and in the process killing the elements of news ‘exclusivity’ and ‘scooping’.

However, *The Guardian* continued to stand out in its remarkable news coverage, nationally and globally, breaking news on newer fronts, such as intercepting and hacking phone calls of VIPs people for which numerous heads rolled, many famous

newspapers like *News of the World* (NOW), had to close down to escape infamy for alleged coverage of phone hacking. The American billionaire, Rupert Murdoch, faced much humiliation, and huge financial losses. But *The Guardian* escaped unblemished; thanks to Rusbridger's news coverage strategy. Rusbridger grappled with several such media issues on the strength of his deep knowledge for, as he said, a newspaper is a 'great public service institution.'

Since Rusbridger had promised to spell out his roadmap for "the remaking of journalism and why it matters now (print or online)" in the book's title, he has listed a ten-point formula as: "The future journalism will 'encourage (reader's) participation and will 'allow', 'invite response, or 'contribute'; initiate debate, publish or make suggestion—follow / lead / involve others before publication; form, 'constitute, joint interest communities; open to the website for added information; aggregates others' work; besides media persons, experts too could join; aspires to achieve, reflect diversity for promoting shared values; publishing can be the beginning of journalistic process, not the end, and finally, it's open to challenge, correction, clarification and addition.

The Rusbridger formulae, on the face looked convoluted and didn't find any takers; even *The New York Times* declined support. As it failed to get zero backing from any quarter .

Netflix and the Re-invention of Television

Author: Mareike Jenner
Publisher: Palgrave McMillan
Year of Publication – 2018

Reviewer: Dr. Ruchi Jaggi
Associate Professor and Director
Symbiosis Institute of Media and Communication
Symbiosis International Deemed University, Pune

As per the FICCI – EY Report on Indian M and E industry released in March 2018, the digital media in India is poised to grow at a CAGR of 25% between 2016 and 2020. The report attributes this growth to the availability of more global content, more niche content and more OTT-only content. The same report states that India will have the world's second largest video-viewing audience by 2020. This statistic is significant as the current number of OTT players in India is currently 30 and still growing. Netflix launched few indigenous shows on its platform and other OTT platforms are creating similar content for Indian audiences. What's more interesting is that this content is finding transnational audiences. Sacred Games, a Netflix-India production, was reviewed by The New York Times and Washington Post. The OTT-landscape is exciting and proliferating. However, much like the last three decades (almost) of the proliferation of media technologies in India, the discussion and discourse on the subject is primarily shaped by industry reports and projections. The articulation of what it means in the social, cultural, economic and political contexts requires deeper academic engagement. Indian scholarship significantly lacks an articulation on television. However, the last few years have seen some academic engagement with television research in India, primarily shaped by reception studies and to some extent with textual and production practices. The studies are predominantly influenced by the Western scholarship on television. And as India enters the OTT ecosystem, the industry's euphoria is understandable. However, the textual politics of content, the perception of audiences, and the production practices of content creators require a deeper engagement to understand how the OTT phenomenon is altering and redefining so much.

It is in this context that Mareike Jenner's book titled, 'Netflix and the Re-Invention of Television' makes a very sharp academic intervention. Published by Palgrave McMillan, the book came out in 2018. Though based largely on the evolution of Netflix in the Western context, the range of literature references as well as examples from diverse geographic contexts is an excellent starting point for any scholar, who would like to develop a conceptual and theoretical understanding of an OTT platform which has a transnational existence. Jenner is a Lecturer in Media Studies at Anglia Ruskin University, Cambridge, and specializes in Television Genre, Video-on-Demand, Digital Cultures and New Media Technology. Jenner's book discusses the emergence, proliferation and reception of Netflix as a challenge to the concept of linear television. The book especially focusses on the positioning of the concept of binge-watching as core to the Netflix phenomenon and how the platform did not evolve as an alternative to mainstream television but as another way to watch

television. Jenner argues that, “Television has never been a stable object easily defined, but discursively constructed via social practices, spaces, content, industry, or technological discourses”. She positions television historically as is often discussed in Western scholarship, majorly from an American perspective, from the phase referred to as TVI to the phase that is now referred to as TVIV. While discussing television in terms of its periodicity, the author draws the readers’ attention to the era defined by convergence, where the focus has vacillated between discussions on platform, content, patterns of viewing and emerging cultures of texts and audiences. Netflix is central to the discussion on convergence and TVIV. While this book solely focusses on Netflix, the discourse generated can offer significant insights into the understanding of OTT platforms in general.

The book is very well-structured. The first part begins with a discussion on how various ancillary technologies including remote control devices, VCRs and DVDs redefined the television viewing experience. The author especially draws attention to gendered viewing practices, especially in terms of social stereotypes on men’s orientation with new technology and women’s position in the family and the relationship of these constructs with discourses on everyday interactions and negotiations of power and resistance. The concepts of choice and control get positioned in this discussion and are then extended to explain the relationship between the industry and audiences. Jenner states how the emergence of new technologies has always been surrounded with narratives of allowing viewers greater agency especially in terms of scheduling and time-shifting.

This is the juncture where the second part of the book brings in a discussion on binge-watching. By using several references from popular media and Netflix’ promotional campaigns, Jenner argues that Netflix created an interpretation of binge-watching to position its own identity. Simply stated, the author makes a strong case to demonstrate how binge-watching came to be associated as an identity marker for Netflix. In fact, the emergence of binge-watching got established as the viewing pattern to watch Netflix, which later apparently got extended to viewing more or less all OTT platforms. The author makes a strong case of how binge-watching has become a structuring concept for Netflix and a way to ensure viewer attention. Jenner uses references on insulated flow to further explain how Netflix has structured the viewing experience through its post-play function, where the next episode automatically starts after a short time lag. Interestingly, using a range of references the author makes a solid argument on how the plethora of content on a platform like Netflix can give a viewer too much choice and a situation to make a new choice every few minutes that could result in possibly alienating them. Jenner then argues that Netflix’ integration of insulated flow with binge-watching gently nudges the viewers to make a choice, thus keeping them interested in the platform. While the viewers’ choice and agency seem to be the direct casualties, the author justifies it by stating that this gives a control to the viewers over how much agency they would like to exert.

The third and final part of the book positions Netflix as a global actor and Jenner prefers the term transnational rather than multinational to explain that. She states how Netflix appeals to global audiences on one hand and how on the other hand it

integrates itself into local television landscapes through indigenous content by invoking examples from European, Latin American and the Japanese contexts. There are references to adaptation to specific cultural conditions through practices of translation and scheduling. The author states, "Not only does it (Netflix) consciously position itself differently within each national media system, but it also offers different content". In the same section, an entire chapter is dedicated to the conceptualization of the Netflix audience, who the author argues are transnational and fragmented. This conceptualization is explained by the author in the following words, "The transnational nature of the audience combined with the individuation of media experience means that the Netflix audience is significantly different from the television audience that could be presumed to be limited by national borders". It is argued here that, rather than a national audience, Netflix is aiming to address exactly this audience that is fragmented across borders". In the same chapter, Jenner makes a very interesting argument to situate the distinction of Netflix from social media and its similarities with television since it is centred on individualized and personalized experiences vis-à-vis many to many experiences.

The book concludes by revisiting the previous chapters and an insightful reading of the Netflix phenomenon in an ecosystem characterized by interactions between industry, content creators, policy makers and audiences who constantly negotiate concepts of power, choice and agency. While the book investigates only one platform, the theoretical expanse of the discussions integrates social, cultural, economic and political discourses to understand the phenomenon of OTT platforms in the current day and age. And that in my opinion is the strongest point of this book. The writing is lucid and the structuring of the chapters keeps unfolding the Netflix story through the lens of history, culture, society, economy and ideology. The investigation of the textual politics of certain genres throughout the book is extremely insightful. Stories and anecdotes from popular media are interspersed throughout, but the thorough review of literature make the book a very strong academic repository for any student, scholar or academic who would like to understand the OTT phenomenon in general.

At the beginning of this review, I had specifically mentioned the OTT scenario in India and the relevance of an academic text like 'Netflix and the Re-invention of Television' will help problematize the engagement with OTT in a nuanced way. Television Studies is a long ignored research tradition in India. With media technologies, media markets and media cultures reconfiguring like never-before, it is high time that media studies scholars from India take cognizance of this and invest in academic articulations of these phenomena in their voices. Marieke Jenner's text is an enlightening read for a conceptual and theoretical understanding of the same.

Anti Social Media: How Facebook disconnects us and undermines democracy

Author: Siva Vaidhyanathan

Publisher: Oxford University Press

Year of Publication – 2018

Reviewer: Prof. (Dr.) D. V. R. Murthy

Chairman, Board of Studies

Department of Journalism and Mass Communication

Andhra University, Viskhapatnam

Facebook is eulogized as a platform to connect people beyond countries by allowing friendship with others without face-to-face communication. Facebook which came into existence in 2004 hit two billion accounts by June 27, 2017 as announced by Mark Zuckerberg is a technologically mediated tool for the people to share the information. Researcher scholars find multiple uses of Facebook for business, enrichment knowledge, a tool in emergencies and so on. It is a platform to exchange of information in short time beyond geographical boundaries and facilitate exchange of information covering personal and professional fronts. Many international conferences were held discussing the good, bad and ugly side of social media, while most conferences and books dealt with the subject in different perspectives of praising the medium. Yet, as an anti-thesis to this view, Siva Vaidhyanathan argues that Facebook is an “antisocial medium” which disconnects people while undermining democracy.

The author in the introduction referred to his interview with Neil Postman who authored the book, *Amusing ourselves to death* in 1985 as a critic of the rise of television. The central argument in Neil Postman’s book was that the entertainment media through different forms would distort our habits of mind and slowly atrophy the ability and willingness to engage each other as responsible citizens. This argument was furthered by Siva Vaidhyanathan in his tome by drawing contemporary case studies to buttress his point of view.

The author broadly discusses the use of Facebook into eight different machines’ such as the pleasure machine, the surveillance machine, the attention machine, the benevolence machine, the protest machine, the politics machine, the disinformation machine and the nonsense machine. Further, he elaborated these different machines in the book. He argues that in the political arena, the Facebook by analyzing the psychographics would play out to identify the characteristics of the voters. The book dealt with the manipulation by Cambridge Analytica of the users’ preferences and psychometrics to influence the voters as seen in Trump’s victory. Shiv Vaidhyanathan wrote that “since about 2014, when Facebook restricted the ways its advertising partners could extract, analyze, and deploy Facebook uses data while Facebook executes the engineering and the management of citizens. And the company boasts of these efforts, as if it were some sort of civic obligation to manipulate citizens” (pp 166-167).

The author avers, furthermore, the growth of technology inter alia Facebook makes 'learning a matter of searching, copying and pasting rather than immersing, considering and deliberating with the intrusion of the information ecosystem, the anti-rational, authoritarian, nationalists movements gain strength, enabled by Facebook, the prospects for the necessary movements and deliberation get more remote every year. He criticized Facebook for hosting and amplifying some of the most damaging trends that afflicting the people including bullying and bigotry... Facebook is however, the most pervasive and powerful catalyst of information pollution and destructive nonsense'.

The summum bonum of the argument of the book is to find an alternative to the Facebook to enrich knowledge which the author epitomized as those of us who wish for healthier public culture will have to strengthen other institutions such as libraries, schools, universities, and civil society organizations that might offer richer engagement with knowledge and community.

The book presents an alternative view of social media platform and ill-effects of the medium to the society. The author draws extensive data from his research being a 'budding historian' of cultural anthropology of the US and analyses the impact of Facebook on society in different spheres of life. He rightly referred to the book of Neil Postman as technology would hamper our creative thought processes, while making us social media dependent for information. Particularly, India being the largest democracy where the young population is the driving force for the country, the polluted information ecosystem would rob them off their creative thought processes. The danger to the democracy lies when the public opinion is manipulated by the vested political environment. The social media as a tool to extend one's personal interests to connect with the world is acceptable, but its influence to penetrate into reasoning and decision making of individuals must be rejected. A conscious citizen can prevent it. When well-informed and determined individuals make a well-reasoned decision, democracy thrives and deepens instead being driven by technology.

Habermas and the Media

Author: Dr. Hartmut Wessler

Publisher: Polity Medford MA

Year of Publication – 2018 (185 pp)

Reviewer: Dr. Uma Shankar Pandey

Head, Department of Journalism and Mass Communication
Surendranath College for Women (University of Calcutta), Kolkata

Habermas-inspired research has been thriving ever since the English translation of his widely celebrated 'The Structural Transformation of the Public Sphere' was published in 1989. There are a huge number of commentaries, critiques, reviews and explanations of Habermas' work centering on mainly three concepts — Public Sphere, Deliberative Democracy and Communicative Action. To his credit Wessler carves out a distinct niche with his highly accessible work on Habermas and the Media incorporating Habermas' evolved theoretical engagement with media and the complexities of the contemporary public sphere. The first three chapters of the book summarise Habermas' media related conceptualisations, beginning with the Structural Transformation of the Public Sphere and the later revisions offered by Habermas.

The basic thrust of the Habermasian concept is that the emergence of a bourgeois 'public sphere' in early nineteenth century challenged the principle of traditional feudal rule and brought a new core for authority: the consensus emerging from the public's open-ended, critical argumentation and debate. Habermas' concept of the public sphere is conceived as a space for the communicative generation of public opinion, in ways that are supposed to assure moral-political validity. Thus, it matters who participates and on what terms in the deliberative discourse. In addition, a public sphere is supposed to be a vehicle for mobilizing public opinion as a political force. Together, these two ideas —the validity of public opinion and citizen empowerment vis-à-vis the state—are essential to the concept of the public sphere and deliberative democracy. The public sphere theory highlights historic processes, of democratization of the nation state. As modern societies expanded, the scale and scope of social and political communication changed dramatically, organized not around face-to-face and group communication, but by an increasingly commercialized media system.

The theory of communicative action is developed in relation to three other conceptions of human action — the teleological whose philosophy is that phenomena are explained in terms of the purpose they serve rather than of the cause by which they arise. The second conception is that human actions are normatively regulated and finally the dramaturgical action — the art and technique of the theatrical. Communicative action is seen as action oriented to understanding as opposed to strategic action which is action oriented to success. Validity claims of truth, moral rightness, sincerity or truthfulness are used. Communicative action, with an orientation to reach understanding through rationally motivated agreement is the most desirable form of communication, opposed to openly strategic communication and concealed strategic communication.

Building on Habermas' *Between Facts and Norms*, Wessler introduces the theoretical tool of 'Deep Media Democracy' in the third chapter of the book. It assumes that the media should be able to report freely, be diverse, enjoy privileged access to documents, be accessible to citizens and be insulated from government agencies and corporations. Mediated political communication, though not deliberative can produce 'considered public opinion.' Habermas criticizes the commercialized media on two counts. First, they are more appropriate for consumption and leisureliness rather than democratic opinion-formation. Second, they are more prone to manipulation and reduce irrevocably the faculty for a rational-critical debate. The crux of the argument is that a depoliticized media produces a de-politicized public, to the detriment of deliberative democracy.

The commercialized public sphere is consonant with the trivialization of media content, the fortuitous fate of the common man or that of spin doctored stars manage media attention, while public interest matters are often presented in personalized accounts distorting its true import irredeemably. The empathy toward persons and corresponding cynicism toward institutions severely diminishes the capacity for rational critique of public authority. The next section of the book moves beyond Habermas' conceptualizations to provide alternatives and extensions.

The fourth chapter provides a multi-perspective normative assessment of Habermas' deliberative model in relation to the democratic, republican and agonistic models. In chapter 5, Wessler provides three robust criterion for media deliberativeness — Inclusiveness, Responsiveness, Justification and Civility. A primary condition for deliberativeness is that the inequality in participation in news, debates and discussion in media be addressed by providing opportunities to diverse voices, including actors from the periphery. Deliberative theory also assumes debate — the presence of contending positions and claims in the media forum. Media debates also become truly deliberative when participants and audiences provide justification for their claims and also demand reasons from others. The Civility norm is directed against the uncivil speaker who denies other speakers the moral right of others to speak legitimately on different issues.

These four norms of deliberativeness are then applied to different media — Quality newspapers, Television news, Twitter and Political blogs. The quality newspapers rank moderately on inclusiveness and responsiveness and are very strong on justification and civility. Television news is weak on responsiveness and moderate on inclusiveness and justification. Twitter is weak on responsiveness and justification and moderate on civility and inclusiveness. Based on these criteria, the oldest media, the quality newspapers have the highest deliberative potential. Habermas too favours the quality newspapers in preference to other media.

Another major contribution of Wessler in this book is in providing a deliberative benefits framework to non-deliberative media discourse. Non deliberative communication including Greeting, Rhetoric, Personal Narrative, Satire, Mediated protest and Mediated public rituals have important deliberative elements. These benefits are — drawing attention and enhancing interest; adding perspectives and increasing inclusiveness; strengthening social bonds and showing solidarity;

highlighting values and facilitating normative problematization; providing arguments and justification and offering solutions and imagining alternative.

In the final chapter, Wessler addresses the relevance on counter publics to Habermas' conceptions of the public sphere and deliberative democracy. Counter publics demand their own discursive spaces and debunk the repressive character of the unitary master sphere. Affective and uncivil forms of expression are often pitched against Habermas. Wessler argues that a deliberative conception for emotion hinges on the legitimacy of the moral claims in the mediated debate.

The book goes beyond its assumed contribution as a primer on Habermas's theory on media. It offers important pedagogical tools to assess and understand the communication environment, while suggesting important measures for deliberativeness.

Strategic Communication Theory And Practice: The Cocreational Model

Author : Carl H. Botan

Publisher: John Wiley and Sons

Year of Publication – 2018

Reviewer: Dr. Ruchi Tewari

Associate Professor, Communication Area, MICA
Ahmedabad

Botan's December, 2018 release, 'Theory and Practice of Strategic Communication' (SC) offers a gestalt view and understanding of strategic communication. The book is rested upon the thesis that communication plays a constitutive role in an organization which the author explains with a 'Tree Metaphor'. It discusses the nuanced role and impact role of communication in organizations as they grow and their business activities become more complex. To explain how an intelligent engagement of communication as a tool can help organizations become more effective the books offers the co-creational model. This model runs as a fibre across the three parts and ten chapters of the book. It categorizes the umbrella term, 'Communication' into its various sub-fields like strategic communication, marketing communication, political communication and public relations etc. and also helps bring out the association between these various sub-fields as he argues the edge which the co-creational model offers over other models and practices of SC. The author pulls in his several years of practice and academic experience in this book which has three parts – Elements, Strategies and New Challenges.

It discusses the nuanced role and impact role of communication in organizations as they grow and their business activities become more complex. The part – II of the book discusses two classic situations – crisis and risk, when businesses look up to SC and communication holds the centre-stage in an organization.

The part – II of the book discusses two classic situations – crisis and risk, when businesses look up to SC and communication holds the centre-stage in an organization. These two chapters would be practitioners delight because Botan classifies the various kinds of crisis situations and deals in-depth with pre-issues of a crisis situation. He talks about three stages to help SC practitioners to gauge and impending crisis and take proactive measures well before it matures into a normal crisis situation. Needless to say, that the author deals with the attributes – ambiguity, surprise, lack of trust of a crisis situation as he discusses role of SC as a tool to counter handle crises organizations. The chapter on risk communication deals with the various kinds of risks an organization may face and suggests the use of a combination of media-relations and quasi-scientific explanations to communicate about risk and its preparedness to the public.

The last three chapters which form the part-III of the book deal with changing role and the challenges which SC in three very contemporary communication contexts – influence of social media and information technology in the current times, international and intercultural communication settings and the missing narrative of SC in terrorism and counterterrorism. Social media section deals with SC best practices and successful campaigns on the technology aided platform including social media while Botan discusses the features of social media and associated challenges. The four-factor matrix of intercultural situations is embedded in the cocreational model offered by the author where he exhibits how public diplomacy

and international strategic communication can go hand-in-hand. Finally, the last chapter deals with a burning topic of terrorism and how narration and discourse which is fundamental to communication is used to promote terrorism. The books offer counterterrorism strategic communication as a tool to handle terrorism while taking along the responses of military-legal and political experts who have thus far used mass-media to counterterrorism. Counterterrorism has its limitations and therefore often fails to beat narrative of the terrorists.

The book is a one-stop solution to the field of Strategic Communication which in several contexts is often understood as synonymous to public relations. It is a sleek book offering a compact and rich material for understanding the width of strategic communication as a field of practice and study. The canvass covered by the book is impressive since it covers the historical rooting of strategic communication and discusses the contemporary challenges in strategic communication with equal flair. Small boxes referred to as figures in the book carry the gist of the content and come handy for quick reference. This book is good if you are looking for insights into measuring and audit of strategic communication and this could be a possible inclusion in the next edition of the book.

It is a sleek book offering a compact and rich material for understanding the width of strategic communication as a field of practice and study

Mindful Communication for Sustainable Development: Perspectives from Asia, Ed.

Author: Dr. Kalinga Seneviratne

Publisher: Sage Publication India Pvt Ltd, New Delhi
Year of Publication – 2018 (Price Rs 995 Pages 353)

Reviewer: Sneha Subhedar*

Associate Professor
Symbiosis International University, Pune

Dr. Sanjay Ranade**

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Mindful Communication for Sustainable Development: Perspectives from Asia positions itself as a book coming from the Asian cultural milieu, which would help guide Asian journalists. The book draws from ‘Buddhist, Hindu and Confucius teachings’ to interweave a sense of belonging to Sustainable Development Goals adopted by the United Nations in 2016.

The book is in essence a tool to train, teach and create a foundation for journalists and journalism teaching through a very Asian lens. The book is divided into five thematic sessions, each with an indelible focus. Each section brings it closer to the focus of the book, bridging Mindful Communication and Sustainable Development and how they can work together.

The first section, the ‘Philosophical Perspectives’ applies the philosophical approach to Mindful Communication and how it lends itself to the sustainable development goals. Each chapter, within the section, draws from the cultural background of the author; and how they see it practiced and practice themselves in their lives. As Venerable Phuwadol Piyasilo points out in *Mindfulness in Communication: A Buddhist Approach*, ‘...I aimed to be a journalist. But my life took a different turn and I have been a forest monk in a remote area of Thailand for the past 21 years of my life.’ The chapters in the section try to fit the practice of mindfulness within the religious purview, thus laying in a moral framework to the idea of practicing mindfulness. The chapters in the section discuss the Buddhist, Hindu and Jain philosophies with the advent of journalism education in Asia. The Buddhist, Hindu and Confucius teachings are posited as an alternative and must to practice of journalism in the Asian continent.

The second section positions Mindful Communication as a must for the challenges that lie ahead in journalism. Creativity lies in being able to tell a story that not only appeals to the readers, but also helps create awareness of their own reality. Instead of looking outward, i.e. to the Western way of dealing with storytelling, the chapters suggest a method to look inwards, i.e. within the Asian countries to make meaning. Pipope Panitchpakdiin *New Approach to Asian Journalism: From Thai Perspective*,

introduces how Kalma Sutta path helps the journalist to think from the heart. The central idea of this section is that the journalist is not removed from society and as such needs to work within the constraints of the society s/he lives in.

The third section veers toward actually bridging the gap between the two central ideas posited in the book; Mindful Communication and Sustainable Development. Here, in this section, we see the actual ground work for what was theorized/philosophized in section 1. The first chapter, 'Middle Path Journalism: A Conceptual Framework for Bhutanese Media' introduces the readers to a novel concept of 'Gross National Happiness' i.e. the 'overall well-being' which revolves around the humanistic approach to the world around us, including for those covering news. This feeds into the subsequent chapters in the sections where the discussion varies from development communication as a part of compassionate engagement with the community to the application of Buddhist governance practices for the betterment of the populace.

The fourth section of the book talks of applying traditional practices to mindful development communication. It brings together stories from Japan, Laos, Cambodia to try and weave a coherent narrative as to how the traditional forms of communication have fostered a sense of belonging among the people. The first chapter sets the tone for the others to come. In 'Japanese Path to Mindful Communication', the author states that 'Silence' which is a part of the traditional Japanese makeup has enabled the Japanese to manifest their creativity through various forms like the Washi and Origami. The Mindfulness used in the order to move further in each step of Origami, serves as sole focus, denoting the state of Mindfulness communication. Temple communication, which develops around activities centered around the Temple leads to toward a path which in itself manifests as bridging the gap between mindfulness and sustainable development. On the other hand, using comics by inculcating 'sati' (Buddhist word meaning remembering or recollecting and the ability to see interconnections) as a 'tool' to make the students aware of the environment around them has been very artfully argued by Nicolas Verstappen.

The fifth section of the book looks at the application of Mindful Communication in the contemporary world around us. The chapters look at how this practice has been applied to the current journalistic world. Chapters from Malaysia, Korea, Philippines and Sri Lanka have each presented a case study of sorts in how mindful communication helps in creating stories which are fair and yet tell stories without taking away any of the journalistic values.

The book has successfully tried to bring out the unique practices around the Asian world, which unmindful of us, have been discussed by the academicians and practiced by the journalists in Asia for years. Only now they have been brought to the fore and as Kalinga Seneviratne points out 'rid Asians of this hangover of cultural imperialism and critically examine and assess itself as well as the outside world, especially the news and information from the West.'

Newspaper English

Author : Prof. (Dr.) Kiran Thakur
Publisher: Vishwakarma Publications, Pune
Year of Publication – 2019
Pages: 172, price Rs. 225/- Pages 353

Reviewer: Dr. Ujjwala Barve
Head, Department of Communication and Journalism
Savitribai Phule Pune University

One of the first skills a journalism educator wants the budding journalists to learn is how to write. That obviously also includes knowing how not to write. Some of the guidelines are universal, i.e. applicable to any language; whereas many are language specific. A journalism course cannot, and does not aim to teach the basic language. It can only mould the existing linguistic skills of the students to suit requirements of the news media in that respective language. To do so, along with classroom teaching, ample practice and useful, relevant reading material is necessary. However, there are not many books that focus solely on ‘journalistic or media language’. At the most books on other subjects like Editing, Feature Writing, News Reporting contain sections/chapters discussing the aspect of language wherever it is relevant.

In India, a peculiar situation arises with the usage of English language, which is caught between the historical influence of British English, and contemporary forces of American English. Added to it are the Indianism or the Indian English that is as legitimate as any other form of English. Syntax and lexicon from Indian writers’ respective native Indian language creeping into the English writing makes the process of writing even more complex. In such a scenario, a book guiding journalists and journalism students about journalistic English is considered extremely valuable.

Veteran journalist, journalism educator and media researcher Prof. Dr. Kiran Thakur’s book titled ‘Newspaper English’ that was launched recently is the outcome of long experience of writing news copies in English for a news agency, teaching news writing to students and moreover, a nation-wide research study of news pieces, and readers of English newspapers.

Drawing insights from the writings of Martin Cutts, Director of Plain English Commission, UK; Jyoti Sanyal author of the Statesman’s style book ‘Write it Right’; and Harold Evans, author of ‘Newsman’s English’; Prof. Thakur collected extensive data from different Indian newspapers and newspaper readers to understand the status of language of English newspapers (in India, of course).

Foreword to the book by Martin Cutts, explains why writing simple is essential. He believes that readers are busy and do not read everything offered to them. Therefore the first paragraph or lead must provide the gist of the story, and hook the reader. He warns that if the journalist doesn’t get to the point immediately the reader will go elsewhere.

However, it is difficult for news writers and sub-editors to know whether their readers understand and appreciate what they write. Only readers themselves can tell if they understand the bombastic words used by English newspapers, but nobody asks them. Prof. Thakur's study did just that and found out which words and constructions are difficult to understand. In a blind testing, majority readers found the news stories 'rewritten' by Prof. Thakur following Flesch Reading Ease norms (sentences written with simple vocabulary, short sentences, use of action words, active voice etc.) much easier to understand. The book presents the original stories along with the rewritten stories thereby giving a practical guide to simple and easy-to-understand writing.

The test of difficult words is an eye-opener. If a sample from students of master's courses in journalism across the country reports that they do not know the meanings of words commonly used in English newspapers like 'ad-hoc', 'poupourri', 'spindoctor', 'red herrings', 'alter ego', 'frenzy' and so on imagine how alienating they must appear to the common newspaper reader.

The data presented in the book also contains several news pieces analysed using parameters such as words, number of sentences, Flesch Reading Ease and Flesch Kincaid Grade level. It is astonishing to see that Indian newspapers routinely present news pieces that have extremely long-winding sentences in the lead. In Harold Evan's eyes that is a great failure.

With the diverse interfaces that are used for consuming written news content, it has become even more important to write precise, and simple. As Prof. Thakur has explained 'simple' does not mean 'simplistic' or 'patronizing'; neither does 'plain language' mean that everyone should write the same way. There is always plenty of room for one's own style even while writing simple.

The appendices of the book add value to the book, as they further elaborate and substantiate the argument for simple newspaper English. The book is of potential benefit to academic writers as well.

It is but obvious that language of the book is simple. After all the motto of writing is to 'express' and not to 'impress'.

Connecting Threads: A Compendium of Indian Media Educators

Compiled and Edited by: Dr. Surbhi Dahiya

Publisher: Exchange4media Books

Year of Publication – 2018

(ISBN No.: 9788193306437, Pages: 970, Price: Rs.750/-)

Reviewer: Suresh Gaur

Chairman, P R For You

Link for online purchase:

<https://e4mevents.com/indian-media-educators-directory/>

Connecting Threads: A compendium of over 300 Indian Media Educators which has brought media educators of India on one single platform, is an immensely useful compendium that can be recommended both to the colleges providing media education and to the media educators.

The Editor, who has been elected the Liaison Chair for South Asian Communication Association (SACA) in Chicago, USA in 2017 and is also managing a ‘Media Educators of India Group’ Whatsapp group describe the compendium as a maiden attempt to compile the profiles of Indian media educators, state-wise, for creating a database of Universities and Institutes offering different courses, faculty, names, designations, contact details, and short bios including subject expertise.

970 pages of the Compendium covers Central Universities, State Universities, Affiliated Colleges, Autonomous Institutes, and Private Colleges of India offering courses in Media Studies, Journalism and Mass Communication.

First 19 pages of the compendium (inclusive of the cover page) carries preface from Dr. Annurag Batra (Publisher) forewords from Dr. Deb Aikat of SACA, USA and Prof (Dr.) Sanjeev Bhanawat, Message from Sh. K G Suresh, Director General, Indian Institute of Mass Communication (IIMC) New Delhi, expert comments of 30 renowned media educators of the country, acknowledgement by the editor and a write-up titled “The changing face of Journalism Education and the quest to stay relevant in today’s media environment” by Ms. Annuradha Prasad, Chairperson News 24 and BAG.

Page onwards 20 to 970, the compendium has been divided into six sections namely Section 1: Retired Professors (Page 22 to page 58), Section 2: North India (Page 59 to 458), Section 3: North-East India (page 459 to 505), Section 4: East India (Page 507 to 634), Section 5: West India (Page 635 to 764) and Section: 6 South India (Page 765 to 970), carrying information about over 3000 media educators of the country.

“*Connecting Threads*” is compiled “by a media educator for media educators”, as it provides all the necessary information about the media educators to enable them to know each other, build rapport, share experience and a ready database for organising media and related conferences.

“*Connecting Threads*” is an immensely useful compendium that can be recommended both to the colleges providing media education and to the media education providers as an effective tool for networking with their peer group.

GUIDELINES FOR AUTHORS

Communicator focuses on a wide range of issues related to media and communication and welcomes articles that are primarily based on communications discourse and current media debates. Communicator receives articles, case studies, review articles and research papers with following specifications:

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