



COURSE CODE: MAMCD 104

COURSE NAME: RADIO
BROADCASTING

**CENTRE FOR DISTANCE AND
ONLINE EDUCATION
TEZPUR UNIVERSITY**

MASTER OF ARTS

**MASS COMMUNICATION
AND JOURNALISM
BLOCK I**



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To grow to be a leading centre for human resource development through distance, open and universal learning system.

Mission

To provide quality higher education at door step through barrier-less, flexible and open learning mode in conformity with national priority and societal need.

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- **To offer degree, diploma, certificate level programme of study through distance learning in various emerging subjects across the disciplines.**
- **To offer job oriented and vocational programmes in flexible terms in the line of the national and regional level demand of manpower.**
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- **To undertake various research and academic activities for furtherance of distance education in the region.**
- **To contribute to conserve and promote cultural heritage, literature, traditional knowledge and environment conducting short programmes, workshops, seminars and research in interdisciplinary field.**

MMC-104: RADIO BROADCASTING

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COURSE INTRODUCTION

To understand the complex manner in which media works today, it is essential to know about the evolution of media. This course, titled **Evolution of Indian Media** shall guide you through the significant events, people and developments in Indian Media scenario that shaped Indian media as we know it today.

The course is divided into four Modules, each consisting of multiple units. This has been done to discuss the prime issues more elaborately and to ensure learner friendliness.

Module I of this course is named **Press Through the Ages**. This module is divided into four units. The first unit, **Early Communication Modes** discusses the traditional forms of communication and early development of the printing press. In the second unit, **Print Media**, you will come in terms to the beginning of journalism in India and the historical development of English language newspapers and Magazines in India. **Indian Press before Independence**, which is the third unit of this module, shall explain to you the social, economic and political issues engulfing India and Indian Press in the pre-Independence period. The last unit of this module, **Indian Language Press and National Movement** will help you in understanding the contribution of Press in India's struggle for Independence and the birth of Indian Language Press.

History of Indian Press is the second module of this course. This module consists of four units- **Press Organisations, Pioneers in Indian Journalism, The Press in India after Independence and History of Radio Broadcasting**. The first unit discusses the Press Organisations like Press Commissions, Press Council of India, Registrar of the Newspapers for India and Audit Bureau of Circulation. The next unit shall introduce you to the pioneers of Indian journalism who had immense contribution in the development of Indian press like Raja Ram Mohan Roy, Mahatma Gandhi etc. The third unit of this module is about the role, problems and prospects of Indian Media post its Independence. History of Radio Broadcasting in India, AM and FM services and All India Radio shall be discussed in the last unit of this module.

Module III, **Broadcasting in India** is inclusive of three units. The first unit **Radio as a tool of Mass Communication** is designed to give you an understanding of commercial radio broadcasting, usage of radio as a tool of propaganda during World War II and the Emergence of All India Radio. In the second unit of this module, **Radio and Development**, you will learn about the different kinds of radio programmes designed for rural audience, family welfare, youth etc. The third and last unit of this module is titled **Growth of Television Broadcasting in India**. This unit shall discuss how television broadcast started in India and help you understand the television experiments conducted in the initial stage.

The last module, titled **Broadcasting and Development** is divided into three units. The first unit of this module, **Television and Development** shall introduce you to Doordarshan- its role and development programmes. The second unit shall introduce you to the **New Information and Communication Technologies**- the development of satellites, optical fibres and the emergence of Cable TV. The last unit of this course, **Citizen Journalism** the origin and growth of citizen journalism in India has been discussed.

For the convenience of the learners, this course has been divided into two blocks.

Block I consists of **Module I & II** and **Block II** consists of **Module III & IV**.

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MODULE I: PRESS THROUGH THE AGES

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UNIT 1: EARLY COMMUNICATION MODES

UNIT STRUCTURE

- 1.1 Introduction
- 1.2 Objectives
- 1.3 Communication
 - 1.3.1 The Indian context
 - 1.3.2 Types of communication
 - 1.3.3 Forms of communication
- 1.4 Development of Printing Press
- 1.5 Press in the Nineteenth Century
- 1.6 Summing up
- 1.7 Questions
- 1.8 Recommended readings

1.1 INTRODUCTION

Communication is core to human interactions. Communication is not only a want or a need for human beings, but it is there in all aspects of our life. This unit shall give you a detailed idea about what communication is. It shall also give you an insight on the various types and forms of communication and discuss the history and development of printing press.

1.2 OBJECTIVES

After going through this unit, you will be able to

- Have an idea of the concept of communication
- Know about the advent of print media
- Have an understanding of historical background of print in India

1.3 COMMUNICATION

Human beings as one of the species have been sharing ideas and thoughts via passing along them use signs and words into a comprehensible and meaningful whole. Communication serves various purposes of human activities. Communication is not only a want or a need for human beings, but it is there in all aspects of our life. To survive and lead a social life one requires to ask and inquire, reply and report, maintain social etiquette through the use of communication, both verbal and non-verbal. Every human relationship is forged and maintained by communications. We express our ideas and thoughts via communication while also understanding others in the same fashion.

Prior to understanding the history of communication and its elements, it is necessary to understand what the word 'communication' signifies in general parlance. Communication in its very basic understanding can be said to be a process of sending and receiving verbal and nonverbal signs and symbols in a particular context it has been used. This simple understanding has been drawn from the multitude of earlier definitions of the word and concept of communication. The study of communications began a little over hundred years in a systematic way in institutes of higher learning wherein it has led to more than 126 established definitions of communication (Frank, 1976).

The English term 'communication' has its root in the Latin language. It was derived from the two Latin words 'communis' a noun which means common, communality or sharing and 'communicare' is a verb which means to make something common. The way people perceive the notion of communication has undergone gradual and sustained changes since its earlier days of being studied as a discipline. Greek scholars were among the first to attempt deciphering the field of communication and took it up as a domain of study. In the earlier times, it was studied under 'rhetoric' the art of public speaking and speech. Aristotle, who was influential in bringing the art of communication as a subject of study characterized communication as an exchange of ideas and thoughts between the orator (speaker) and the listeners (the receivers) to influence upon their thoughts. The goal or effect of

communication, as Aristotle viewed it, was to persuade. He described the process as follows:

[Communication] exists to affect the giving of decisions.... [The] orator must not only try to make the argument of his speech demonstrative and worthy of belief, he must also make his own character look right and put his hearers, who are to decide, in the right frame of mind [Roberts, 1924, p. 1377b].

The basic view of communication then can be summarized or viewed as a sender who sends a message to its receivers utilizing a particular medium with the purpose of persuading them.

Till the middle of the twentieth century the Aristotelian view was in vogue but towards the end of the 1940s scholars began questioning the persuasive role and power of it. Communication theorists and researchers like Claude Shannon and Warren Weaver (1949), Wilbur Schramm (1954), Elihu Katz and Paul Lazarsfeld (1955), Bruce Westley and Malcolm MacLean Jr. (1957), and Lee Thayer (1968) started questioning the persuasive model. They questioned if the receiver actually understands the message in exact terms with what the sender had intended.

The later development and evolution of communication laid more emphasis on the power and role of receivers in the communication process. The social, political, economic and cultural environment plays an important role in the mode of production, distribution, and consumption of communication messages. Many scholars are looking into the collective and complex synergy of messages that makes up human communication where long-term social relation plays a vital role. As the human being is a social, political, economic and cultural being so is communication that it utilizes for maintaining these identities.

1.3.1 THE INDIAN CONTEXT

To locate and posit Indian theory of communication one must look back and refer to the concept of Sadharanikaran as its root. The term 'sadharanikaran' has its roots in the Sanskrit word 'sadharan' which translates into English as

to make common or generalized representation. Sadharanikaran is also linked to the concept of sahridayata, which is a state of oneness or common at heart. Sadharanikaran, drawn from Indian classical texts and Bharata's Natya Shastra explains the art and science of human communication from the point of expression of ideas and its manifestations both in general and in poetics, art, drama. Researchers widely believe that Bhattanayaka was one of the first scholars to have used the term sadharanikaran (Vatsyayan, 1996, p. 146). He is attributed for use of the term while making his commentary concept of rasa in the Natyashastra.

Communication if it is to be deciphered and understood from the point of sadharanikaran then its ultimate goal is to bring the sender and the receiver in a common state of being enabling them to understand each other.

Adhikary (2003) proposed a model of communication from the Indian perspective wherein the communicating parties strive for attaining saharidayata (commonness or oneness).

The model comprises the following elements:

1. Sahridayas (Preshaka, i.e., sender, and Prapaka, i.e., receiver)
2. Bhava (Moods or emotions)
3. Abhivyanjana (Expression or encoding)
4. Sandesha (Message or information)
5. Sarani (Channel)
6. Rasaswadana (Firstly receiving, decoding and interpreting the message and finally achieving the rasa)
7. Doshas (Noises)
8. Sandarbha (Context)
9. Pratikriya (Process of feedback)

Observations can be drawn from the above model as to Indian communication theory is more about human beings' innate need for interacting with their fellow beings and the environment.

1.3.2 TYPES OF COMMUNICATION

Communication can be grouped into two basic types:

1. Verbal communication
2. Non-verbal communication

Verbal communication: In this type of communication the messages are expressed and shared verbally, vocally or through written words to convey meaning.

Verbal communication can happen in two forms:

- A. Oral communication
- B. Written communication

A. Oral communication: A communication which happens via spoken words or conversations through speech is called oral communication. Example: daily speech, public speaking, television, radio.

B. Written communication: A communication which is carried out using written and documented text by using the system of language is known as written communication. Example: anything typed or written, newspaper, books, magazines, leaflets, pamphlets.

Non-verbal communication: Communication which does not use or spoken words or written texts but conveys meaning is called nonverbal communication. The meaning expressed by colours, gestures, facial expressions, sound are elements of nonverbal communication.

1.3.3 FORMS OF COMMUNICATION

Forms of communication vary in terms of participants, channels used, and contexts. The five primary forms of communication are intrapersonal, interpersonal, group, public, and mass communication.

(a) Intrapersonal communication

Intrapersonal communication is communication we have with ourselves either internally vocalising our thoughts or self-reflection. In fact, the very act of thinking and reasoning going on inside the human mind is part of intrapersonal communication. The act of meditation and praying is also considered to be part of intrapersonal communication. The messages we send to our brain to perform an act is intrapersonal communication. The whole idea of conscience and act of thinking decision making is also an art of intrapersonal communication.

(b) Interpersonal communication

Interpersonal or face-to-face communication is communication between people whose lives mutually sway one another. Interpersonal communication is at the foundation of creating, maintaining and also ending an interpersonal relationship. Interpersonal communication can be focused or unfocused interactions, planned or unplanned interactions. In his study of Behaviour in Public Places, Erving Goffman states that most of the interpersonal communication is of unfocused nature. It takes place as we move along in society on a daily basis as we cross path and observes people in public transport, lifts, streets and so on. Focused interactions, on the other hand, occur when the interacting parties actually know each other and are actively involved in the communication sharing.

There are three stages of interpersonal communication. They are:

i) The phatic stage: The initial stage of communication which plays a part and determines the later course of interaction this state is primarily the initial greeting between two people. Greetings like 'hello', 'hi', or a handshake and smile are part of the phatic stage.

ii) The personal stage: The next stage is the inclusion of more of a personal element into the conversation. The social barriers are lowered down, and an enquiry into personal matters is conducted. The participants are more open for conversation than in the phatic stage.

iii) The intimate stage: This stage is mostly reserved for close friends and family and the degree of intimacy is determined by the nature of the relationship. The participants are comfortable with each other and social barriers are removed. Sharing of feelings is usually highest at this stage.

(c) Group communication

Group communication is communication among three or more people interacting to achieve a shared goal. Group communication entails a collection or shared group of people that can be counted. Group communication is a major area of the corporate world and organizational communications. Group communication is usually at a more formal level and goal oriented than interpersonal communication. Unlike interpersonal communication, in group communication, the role of sender and receiver as well is predetermined and assigned which influence the message structure and flow of communication.

(d) Mass communication

Any form of public communication if it is distributed to a large audience via the use of mass media such as print, radio, television or new media takes the shape of mass communication or is considered mass communication. Mass communication happens when communications messages are replicated for the purpose of reaching the general public. It is essentially non-personal and technology dependent or on the agents of mass media. The reach of mass communication makes it different from the other levels of communication.

ASSESS YOUR PROGRESS

1. What are the two forms of verbal communication?

2. What are the three stages of interpersonal communication?

1.4 DEVELOPMENT OF PRINTING PRESS

The advent of the printing press is at the root of the genesis and development of journalism. The Chinese were the first to have used movable types for printing and the innovation of printing is also accredited to them.

The first paper was also manufactured in China and it was the Chinese that printed the first book in 868 AD. The Chinese Court Gazette is published at Peiking (present day Beijing) is said to be the oldest newspaper. The knowledge and skill of printing spread from China to the West. Although the Chinese had developed the movable types between the ninth and eleventh century, it was not until the fourteenth century that it was introduced in Europe.

In the fifteenth century Johann Gutenberg, a goldsmith who hailed from the city of Mainz in Germany developed the movable type. He also invented a suitable ink to be used in metal type can replace the wooden blocks. In 1456 Gutenberg printed nearly 300 copies of the Bible. Gradually all over the world printing presses were established and the press was gaining grounds as means of mass communication. During those days printing presses were patronized both by the governments and the churches.

In 1476, Caxton, England's first printer, and having learnt the art of printing from Cologne set-up a press in Westminster. He also printed the books in the English language as opposed to earlier printing done in Latin. Soon all the major trading centres around the world began establishing presses.

1.5 PRESS IN THE NINETEENTH CENTURY

In India, it was the Christian missionaries who started newspapers and also ushered in the development of vernacular newspapers started (Indian language newspapers).

Lord Wilson wanted to control the growth of Indian language newspapers and check that no anti-government news was published. In a way, it was the first censorship on the press. News could be published only after being checked by the Government. The British Government also introduced

concession deposit for newspapers. Meanwhile, Lord Milton in a contrasting move gave liberty to newspapers; 'Bengal Gazette' newspaper again came into play in 1816, under the ownership of Gangadhar Bhattacharya who was first Indian to own the newspapers. He is remembered as a pioneer of Indian own newspaper. The same year, the first Sunday newspaper 'Oriental star' was started by James Mckenzie and John Bull, but it got banned by the government. Later they got court permission to work but were strictly prohibited from working on Sundays. These happenings also brought the question of press liberty into play. In 1818, Serampore missionaries started the first newspaper 'Dig Darshan', a monthly which provided a space for historical documentation and political tidings. 'Dig Darshan' was later renamed as 'Samachar Darpan'.

In 1819 J.C. Marshman took over as editor of the paper; the paper sold for one rupee and converted to bilingual (Bengali-Hindi) in 1829. In 1818, the Serampore missionaries took out a second newspaper 'Friend of India'. But the publication gradually started criticizing the Hindu religious beliefs.

Social reformer and founder of Brahma Samaj Raja Ram Mohan Roy made his foray into the journalism scene. Considered to be the father of Indian language journalism, he, in 1829, started his first newspaper 'Brahminical Magazine' in Bengali. His second publication was 'SamvadKaumudi' in Bengali. 'Mirat-ul-Akhbar,' first newspaper in the Persian language was also started by Roy.

James Silk Buckingham pioneered the concept of letters to the editor column and stories that were of human interest. He in a way pioneered feature writing in Indian journalism. He believed journalism removes ignorance and championed the cause of freedom of the press, hence is called as 'champion of freedom of the press'.

In 1818 'Calcutta Journal'- eight pages paper and twice a weekly made its appearance. After 1827, The Indian press got divided into two factions – Indian press (supported by Indian freedom fighters) Anglo-Indian press (supported by the British). Meanwhile, Queen Victoria gave liberty to the press. In 1858, separate working rooms for editors, reporters were given for

first time given. The Queen invited the local people to take part in the administration. In mid nineteenth century 'The Hindu', 'Madras Mail', In Bombay 'The Times of India' and in Calcutta 'The Telegraph' and in Allahabad 'Pioneer' were started. In 1844, with the telegraph lines being introduced, information was passed via the telegraphic lines to the various press offices. In 1861 'The Times of India' was created by amalgamating already three existing newspapers the Bombay Times, the Bombay Standard and the Telegraph and the Courier. In 1875 Robert Knight took the reins of the Friend of India newspaper and also started the 'The Statesman.' Later he merged both the newspapers into one.

In 1876 Lord Lytton, the then Viceroy of India wanted to clamp down more restrictions upon the press as it was not sharing a cordial relationship with the government. Robert Knight and Lord Lytton then started the special press bureau (currently the press information bureau). In 1878, the Vernacular Act was brought on by the British to control the growth of press in India. The Act decreed that if press violates the rules the sentence would be, for the first time - an apology, second time – postal concession and license will be cancelled and third – personal properties will be affected.

In 1878 'The Hindu' was started as a monthly by six people - G. Subramania Aiyer, M. Veeraraghavachariar, T.T. Rangachariar, P.V. Rangachariar, D. Kesava Rao Pant and N. Subba Rao Pantulu. In 1883 The Hindu started publishing tri-weekly (Monday, Wednesday and Friday evening). The Hindu gave a wide coverage to the birth of Indian National Congress in 1885. From 1889 The Hindu published as a daily. In 1889 the Official Secret Act was imposed only on military news, but later in 1903 it was extended to other types of news also. Last quarter of the nineteenth century, the newspapers covered a varied range of subjects affecting the people. Wire services were also introduced which provided an impetus to the development of journalism in India.

1.6 SUMMING UP

Thus, communication is an integral part of living. Daily life is not possible without performing one or another type of communication with fellow human beings and the environment. From the times of Aristotle to the modern age of digital technology the field of communication has evolved and changed making it a rich ground for specialized inquiry. Be it the western models of communication or the Indian concept of ‘sadhanikaran’ communication can only happen when the receiver and the sender are able to understand each other. For this entire process to take place human communication assumes many forms and happens in many types. To truly understand communication and one of its major specialized forms of mass communications we need to understand the various tools of mass communication starting from print media to new digital media or computer-mediated communication.

1.7 QUESTIONS

- Q. 1. What do you understand by the term communication?
- Q. 2. What is the Indian concept of communication?
- Q. 3. What are the types and forms of communication?
- Q. 4. Give a brief account of the advent of printing.

1.8 RECOMMENDED READINGS

1. Agarwala, V. (2001). *Handbook of Journalism and Mass communication*. Concept.
2. Bhatt, S.C. (2000). *Indian Press Since 1955*. Publication Div. Ministry of I & B, Govt of India.
3. Natarajan, J. (2000). *History of Indian Journalism*. Publication Div. Ministry of I & B, Govt of India.

UNIT 2: PRINT MEDIA

UNIT STRUCTURE

- 2.1 Introduction
- 2.2 Objectives
- 2.3 Journalism in India
 - 2.3.1 Development of English newspapers
 - 2.3.2 Development of English magazines
- 2.4 Summing up
- 2.5 Questions
- 2.6 Recommended readings

2.1 INTRODUCTION

According to C. Northcote Parkinson et al, “Journalism means several things. It means the ability to write and convey thoughts will understand quickly. It means being able to trim long meandering articles into shape. It means knowing your grammar and composition rules inside out and upside down. Journalism also means a nose for news and a feel for words; respect for truth and a sense of mission. It means being able to size up a situation on the spot. And it means developing deep insight into human conditions.”

Modern journalism has many ramifications, like general news reporting, crime reporting, sports, economics, business, politics, and interviews, off beat stories, column writing, book reviews and investigative reporting.

2.2 OBJECTIVES

After reading the unit, you will be able to,

- Have an understanding of development of print in India
- Have a detailed idea about the advent of English press in India

2.3 JOURNALISM IN INDIA

Modern Indian journalism began in 1780 at Calcutta with the publication of Bengal Gazette by James Augustus Hicky in English. It was followed by a number of publications in the English language. One prominent amongst them was John Bull in the East (later known as Englishman) which was started in 1821. These periodicals were targeted for the English population residing in India and was published in English.

2.3.1 DEVELOPMENT OF ENGLISH NEWSPAPERS

Calcutta was the home of the first newspaper to be published from India. The first newspaper in India was started by a British. On January 29, 1780 James Augustus Hicky launched the Bengal Gazette also called the Calcutta Advertiser. It was popularly known as Hicky's Gazette in reference to its owner. The first issue of the paper had two pages and later it was increased to four pages. The paper's size was 35 cms x 24 cms. The British were not in favour of a free press in their colony and tried to restrict it. But Hicky was adamant on his stand to publish his paper. He continued his censure of British authorities. He even published articles against many East India Company officials straining his relations further with the British government. Hicky was arrested many times by the British authorities. Finally, they seized his paper and press in 1782 and stopped its publication. Not only this but he was also asked to leave the country for good and sent him packing to England. One can still find copies of the Bengal Gazette in the National Library in Kolkata and the British Museum in London.

Following in Hicky's footsteps in 1780, the second newspaper was also launched from Calcutta titled The Indian Gazette. The Calcutta Gazette which started publication in 1784 and the Bengal Journal which was launched in 1785 were the third and fourth newspapers respectively to come out from Calcutta. All the above mentioned newspapers were published in English.

Gradually other parts of the country also saw the establishment of press and publication of newspapers and periodicals. The Madras Courier (1785) and

the Madras Gazette (1795) were started from Madras. From Mumbai, the Mumbai Herald was launched in 1789. The Leader (Oct. 24, 1909 - Sept. 6, 1967) touted to be one of the most influential English language newspapers in India during British Raj was founded by Madan Mohan Malviya, the paper was published from Allahabad. Under C. Y. Chintamani, who was its editor from 1909 to 1934, it acquired a large readership in North India. Bombay Chronicle was an English-language newspaper, published from Mumbai (then Bombay), and started in 1910 by Sir Pherozeshah Mehta (1845-1915), a prominent lawyer, who later became the president of the Indian National Congress in 1890, and a member of the Bombay Legislative Council in 1893. The newspaper closed down in 1959. The Hindustan Times is a leading English daily of India and is also popularly known as HT. It was started in 1924 by Master Sunder Singh Lyallpuri who is also the founder of the Akali Movement and the Shiromani Akali Dal in Punjab. The launch event was attended by Mahatma Gandhi. The paper's first issue was published from Naya Bazar, New Delhi. The Spectator another English-language newspaper was published from Madras between 1836 and 1859. It is the first daily newspaper to be published from Madras. Founded as a weekly publication in 1836 with J. Ochterlony as its first publisher later, the newspaper was published by C. Sooboo Moodely and C. M. Pereira. The Spectator became a daily newspaper in 1850. The paper was purchased by Gantz and Sons and was merged with The Madras Times in 1859. Another important publication was the Hindu Patriot a weekly newspaper, first published on 6 January 1853 under the proprietorship of one Madhusudhan Roy in conjunction with Girish Chandra Ghosh as Managing Editor.

However, the restrictive press regulations and censorship imposed by the British stood in the way of starting more newspapers in India. In 1818, Lord Hastings removed the strict censorship measures for a milder set of policies. This led to the emergence of many new newspapers, including setting the stage for many in Indian languages.

ASSESS YOUR PROGRESS

1. How many pages did the first issue of Bengal Gazette have?

2. Name the newspaper founded by Madan Mohan Malviya in 1909.

2.3.2 DEVELOPMENT OF ENGLISH MAGAZINES

Though there have been many publications which are similar to the technicality of form and structure of a magazine from China the current shape of magazine was attained after printing flourished in the west. It had its origin in the number of pamphlets, broadsheets, ballads and almanacs that were being printed after the advent of the printing press. Gradually these publications were channelled into periodicals that catered to particular topics and areas of interest paving the way for modern magazines. Magazines became some sort of a middle ground between books and newspapers.

In 1731, The Gentleman's Magazine made its appearance; a periodical which was published by an Englishman named Edward Cave He derived the word “magazine” from the Arabic word makhazin, which meant storehouse. Cave wanted to create a publication that would be popular among the general public.

The earliest magazine is said to be the German Erbauliche Monats-Unterredungen (1663–68; “Edifying Monthly Discussions”), started by Johann Rist, a theologian, and poet of Hamburg. This was followed by other learned periodicals: the Journal des Sçavans (later Journal des Savants; 1665), started in France by the author Denis de Sallo; the Philosophical Transactions (1665) of the Royal Society in England; and the Giornale de’ letterati (1668), published in Italy and issued by the scholar and ecclesiastic Francesco Nazzari. A similar journal was started in Germany a little later, the Actaeruditorum Lipsiensium (Leipzig; 1682); and mention may also be

made of the exile-French *Nouvelles de la République des Lettres* (1684), published by the philosopher Pierre Bayle mainly in Holland to escape censorship. The above mentioned publications emerged with the revival of learning and expansion of its fruits.

The learned journals though provided a simple summary of new books and there was a lack of critiques and literary reviews of new publications. Gradually, advertisements of new books became a regular feature of the news sheets, with sometimes added comments and catalogs made their appearances such as the English quarterly *Mercurius librarius*, or *A Catalogue of Books* (1668–70). But in the 17th century, the only periodicals devoted to books were short-lived: the *Weekly Memorials for the Ingenious* (1682–83), which offered some critical notes on books, and the *Universal Historical Bibliothèque* (January–March 1686). The latter invited scholarly contributions and is regarded as the true forerunner of the literary review category or genre.

The magazines for an easy read or lighter reading usually termed as “periodical of amusement,” may be dated from 1672, which saw the first appearance of *Le Mercure Galant* (renamed *Mercure de France* in 1714). The periodical was founded by the writer Jean Donneau de Vizé and contained court news, anecdotes, and short pieces of verse – a mix that became widely popular among the masses. This was followed in 1688 by a German periodical with a long winding and self-explanatory title called the “Entertaining and Serious, Rational and Unsophisticated Ideas on All Kinds of Agreeable and Useful Books and Subjects.” It was issued in Leipzig by the jurist Christian Thomasius, who catered especially to the women readers and tried to draw in them to his publication.

England was next jumping the magazine wagon, with a penny weekly, the *Athenian Gazette* (better known later as the *Athenian Mercury*; 1690–97), run by a London publisher, John Dunton, to resolve “all the most Nice and Curious Questions.” Soon after came the *Gentleman’s Journal* (1692–94), started by the French-born Peter Anthony Motteux, with a monthly blend of news, prose, and poetry. In 1693, after devoting some experimental numbers

of the Athenian Mercury to “the Fair Sex,” Dunton brought out the first magazine specifically targeted for women, the Ladies’ Mercury. Finally, another note, taken up time and again later, was struck by The London Spy (1698–1700), issued by a tavern keeper, Ned Ward, and containing a running narrative of the sights and sounds of London and a precursor to travel magazine.

In India, like newspapers the first magazines were published by the British. The earliest to appear was the Oriental Magazine; or, Calcutta Amusement (1785–86); it was followed by a number of short-lived missionary publications. The first periodical to be founded and edited by an Indian was the Hindustan Review, which commenced publication in 1900.

Important twentieth century magazines in India include the Illustrated Weekly of India (founded 1880), a topical review of current affairs; the Statesman Weekly (founded 1924), an illustrated digest of Indian news and views; the monthly general review Current Events (founded 1955); Thought (New Delhi, 1949–78/79), a political and economic weekly; the monthly Akhand Anand (founded 1947); and the weekly Akashvani (founded 1936), Dharmayug (founded 1950), and Mukhabir-I-Alam (1903). Sport and Pastime (1947), with offices in several cities, is well illustrated. Eve’s Weekly (founded 1947), in English, Urdu, and Hindi, is a popular women’s magazine.

2.4 SUMMING UP

Drawing from the above discussion it can be concluded the British besides the Christian missionaries played a major role in developing printing and facilitating the advent of the press in India. The early newspapers and magazines or journals were basically to cater to the colonial rulers in India or the English reading population. Nevertheless, it laid the foundation for the language press that was soon to follow suit.

2.5 QUESTIONS

Q.1. What can be called the advent of newspapers in India?

Q.2. Give a brief introduction to the advent of magazines and its evolution in India.

2.6 RECOMMENDED READINGS

1. Natarajan, J. (2000). *History of Indian Journalism*. Publication Div. Ministry of I & B, Govt of India.
2. Sharma, K. (2007). *Journalism in India*. Regal Publications.

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UNIT 3: INDIAN PRESS BEFORE INDEPENDENCE

UNIT STRUCTURE

- 3.1 Introduction
- 3.2 Objectives
- 3.3 Press in pre-Independent India
- 3.4 Summing up
- 3.5 Questions
- 3.6 Recommended readings

3.1 INTRODUCTION

The first newspaper in India was started in 1780; following several other newspaper began their operations. This unit is designed to acquaint you with the press that existed in India prior to Independence and to discuss the social, economic and political conditions of pre-independent India.

3.2 OBJECTIVES

After going through the contents of this unit:

- The learner will have an idea of the press in pre-independence India.
- The learner will understand the background of the social, political and economic conditions of colonial India and the role of press.

3.3 PRESS IN PRE-INDEPENDENT INDIA

During the rule of the British East India Company, the Anglo-Indians and Europeans began to publish newspapers and journals. Hicky began to publish a weekly by the name The Bengal Gazette in 1780 and did not hesitate to criticize the actions of the then Governor General Warren Hastings. Hicky is justifiably considered as the pioneer in the history of journalism in India. During the regimes of Cornwallis and Wellesley, the editor of Indian World, William Duane and Charles Maclean, the editor of The Bengal Gazette also attacked the policies and were deported to England.

In 1818, J.S. Buckingham started the Calcutta Journal and also attacked the policies of the British officials and he too was deported to England. The British introduced the licensing system to publish papers. During 1860, The Bengalee and The Amrita Bazar Patrika were started in 'Bengali language'. Lord Lytton wanted to control and regulate the vernacular press by his Vernacular Press Act of 1878. The press and literature played a significant part in molding and shaping the national consciousness of the Indians.

In particular, the role of the newspapers such as the Indian Mirror, the Bombay Samachar, and the Hindu Patriot, the Amrita Bazar Patrika, The Hindu, the Kesari, the Bengalee, the Huriara, the Bengali Public Opinion, the Reis, and Rayet, the Somprokash, the SulabhSamachar, the Hitavadi, the Induprakash, the Swadeshimitran, the Advocate of Lucknow, the Herald of Bihar are really noteworthy. By 1875, there was phenomenal growth of newspapers in India which rose to 475 in number. These newspapers created awareness among the masses of India about the need to be united and to act with one voice to achieve their goal of freedom from foreign yoke.

Bipan Chandra observes that in the period from 1870 to 1918, powerful newspapers emerged under distinguished and fearless nationalists. The press garnered a type of credibility that was not only contained to its literate subscribers. Their influence was not limited to urban centers but reached beyond that. Along with newspapers, library movement also kindled the spirit of nationalism and political participation on a large scale.

One thing we have to remember is that newspapers in those days were started with the noble objective of public service by patriots par excellence. The newspapers were published with the sole objective of creating politically conscious citizens, to inculcate nationalism, to expose colonial rule and to preach disloyalty to the masses by opposing the unjust and harmful policies of the government.

Along with the newspapers of English and vernacular languages, the literature produced by educated intellectuals belonging to different languages promoted patriotic consciousness among the masses of India. Of these writers, the most important are Raja Ram Mohan Roy, Ishwar Chandra

Vidyasagar, Bankim Chandra, M.G. Ranade, and many more by their literary works fostered the spirit of patriotism and national consciousness among the masses.

LET US KNOW

Starting the era of Indian journalism James Augustus Hicky published The Hicky's Bengal Gazette or the Calcutta General Advertiser in 1780. The Gazette, which was started as a two-sheet newspaper and later increased to four, mostly carried stories about the private lives of the East India Company employees. He also carried a scandalous attack on the Governor-General, Warren Hastings' wife, which soon landed him in trouble. Hicky was sentenced for a four-month jail term and a fine of five hundred rupees was slapped on him. But this too was not able to deter his passion. Following a scathing attack on the Governor-General and the Chief Justice, Hicky was again sentenced to one year in prison and fined five thousand rupees, which finally drove him to poverty. These were the first faltering steps of journalism in India.

Madras (Chennai)

In the city of Madras (now Chennai) the Madras Courier was started in 1785. Its founder was Richard Johnson, was a government printer. The city got its second newspaper when, in 1791, Hugh Boyd, who was the editor of the Courier quit and founded the Hurkaru. But the paper ceased publication after a year after the death of Boyd. It was only in 1795 that competitors to the Courier emerged with the founding of the Madras Gazette followed by the India Herald. The latter was an “unofficial” publication, which led to its founder Humphreys being deported. Madras Courier acted as the purveyor of official information in the presidency. The Hindu was founded in 1878 and took up a major role in speaking about colonial oppression.

Bombay (Mumbai)

Although now a bustling nerve center of media activities Bombay, now Mumbai, was late in joining in the journalism bandwagon - the Bombay Herald came into existence only in 1789. In 1790, a paper called the Courier started carrying advertisements in Gujarati. The media merger of sorts happened when the Bombay Gazette, which was started in 1791, merged with the Bombay Herald the following year. In Bombay, this new paper was recognised as the one to be carrying official publications and news and advertisements.

Although Bombay got its first printing press imported in 1670 by the Parsi businessman Bhimjee Parikh, it was more than a hundred years before the first newspaper was printed. The early newspapers in Bombay were owned and printed by Parsis, who were financially and technologically capable of carrying out the ventures. It was 1777 that the first English newspaper in Bombay was printed by Rustomji Keshaspathi. Meanwhile, the first Indian language newspaper in Bombay was the Gujarati daily Mumbai Samachar, published in 1822 by FardoonjeeMarzban. Although not the first newspaper in an Indian language in the country as it was the Bengali newspaper Sangbad Kaumudi, published from Calcutta that held this distinction.

Mumbai Samachar is still in publication and is India's oldest surviving newspaper. The first Marathi daily Dig Darshan appeared in 1837, and the first Hindu-Gujarati newspaper, Vartaman in 1849 in Ahmedabad.

The newspapers initially concentrated primarily on social issues. It was in 1851 that Dadabhai Naoroji started the first political paper called the RastGoftar. In later years there was a public spat when K. N. Kabraji became the publisher, as he stopped any politically charged commentary and was accused by Naoroji of deviating from the paper's original editorial agenda. Then in 1878, the Government of India passed the Censorship Act. There were vehement protests from the press without any effect. Four years later, in 1882, the newspaper Kaiser-i-Hind was founded by Framjee Cowasji Mehta. The paper became a platform for the newly formed Congress from

its inception in 1885. The Times of India was a leading British newspaper of the time.

Meanwhile, Raja Ram Mohan Roy was among the first in the publishing of a newspaper in an Indian language. The weekly Bengal Gazette was brought out by the Atmiya Sabha. He also published a newspaper in Persian called Miratul-Akhbar and a Bengali weekly called Sambad Kaumudi. Roy emphasized the development of his mother tongue in particular and Indian languages in general through the use of the press and journalism. His Gaudiya Vyakaran in Bengali is considered a commendable work in prose. Roy's another important contribution was the funding of the Brahmo Samaj in 1828 which roped in many luminaries like Keshab Chandra Sen and Rabindranath Tagore to its fold. Their writings and literary contributions greatly influenced Indian journalism.

Revolt of 1857

A great motivating factor of Indian newspapers was social reform and social development. They built up pressure on the British Government to check evil practices such as Sati and work towards social reform, education of the masses. The papers were focusing on issues of caste and rising above it. The issue of untouchability as a social evil was recognized by the writings of many newspaper patrons.

The year 1857 saw the first Indian war of independence or the Sepoy Mutiny as was termed by the British. Following this event, the British administration took full control of Indian governance. The uprising also highlighted the diminishing power of the feudal middle class and the rising prominence of the western educated middle class workers. British administration started taking the colonial rule with much more seriousness and the educated Indians began clamouring for more clout in this administration. With this gradually people took up politics and press with more sincerity and the Indian National Congress was formed, and newspapers like Amrit Bazar Patrika were founded to give voices to such aspirations. These papers were more

concentrated on the governance of the nation and the role of Indians in it rather than social reforms.

Gandhian era

In the latter half of the century, the struggle for freedom gained momentum with writers like Lokmanya Tilak, Mahatma Gandhi, and Rabindranath Tagore openly expressing their nationalist sentiments. The newspapers were many and all Indian newspapers aimed towards one main goal of freedom. The newspapers were mainly driven by nationalist sentiments which aroused the general public. The newspapers not only inspired many people to participate in the national movement but also provided to the leaders and propagators the necessary news and materials for their speeches and talks. They were a source of abundant knowledge and facts which were necessary for the Congress leaders and volunteers to spread the message of the Congress to the people in towns and villages. The government was so much afraid of the influence of the nationalist newspapers that the political prisoners in jails were denied nationalist newspapers. Sometimes political prisoners were not given any newspapers. Few newspapers did concern themselves with issues of education, health, caste disparities amongst others. Harijan started by Mahatma Gandhi and Ramananda Chatterjee's Modern Review are few examples in this respect. The various civil disobedience movements and the atrocities by the British were being covered in few of the nationalist press. Both peaceful resistance and armed assault on the colonial rulers were widely reported in the press.

Many leaders who were also actively involved in the press were joining the ranks of Indian National Congress. Educated Indians were putting out their opinions through the press.

Quit India movement

On August 8, 1942, the Quit India resolution was passed at the Bombay session of the All India Congress Committee (AICC). The draft mentioned that people across India would resort to mass civil disobedience if the British

did not accede to the demands. Gandhi and other leaders used the might of the press to reach out to the masses across the nation.

3.4 SUMMING UP

Socially, India and Indians were feeling the oppression of the British colonial rule in their basic freedom of expression and free will. Economically all the major trade and commerce were being controlled by the colonial rulers while politically the country was under foreign rule answerable to the Queen of England. This was creating growing resentment amongst the Indian public against the British administration and when the Indian populace tried to express their opinion through the press even that was curtailed by various laws and Acts.

3.5 QUESTIONS

1. What were the social conditions that influenced the press in Colonial India?
2. What were the political triggers that influenced the press of colonial India?

3.6 RECOMMENDED READINGS

Jeffrey, R. (2000). *India's Newspaper Revolution- Capitalism, Politics and the Indian Language Press*. Oxford University Press.

Natarajan, J. (2000). *History of Indian Journalism*. Publication Div. Ministry of I & B, Govt of India.

UNIT 4: INDIAN LANGUAGE PRESS AND NATIONAL MOVEMENT

UNIT STRUCTURE

4.1 Introduction

4.2 Objectives

4.3 Meaning of language newspapers

4.3.1 Difference between English and language press

4.4 Birth of Indian language press

4.5 Indian independence and the Press

4.5.1 Press acts or laws

4.6 Summing up

4.7 Questions

4.8 Recommended readings

4.1 INTRODUCTION

The earlier unit gave us a brief peep into the cultural awakening and Indian freedom struggle that led to the growth of language newspapers in India. Newspapers in India are primarily published in either English or the various regional languages of India. The English newspapers are usually published from urban centres and metros while the language papers are scattered around different parts of India catering to mainly the local readers and consequently having a greater role in moulding public opinion.

4.2 OBJECTIVES

By reading the present unit, you will be able to:

- Differentiate between English and language newspapers
- Describe the history of language papers in India
- Explain the role played by language newspapers
- Have an idea about press laws in India

4.3 LANGUAGE NEWSPAPERS

Language newspapers refer to the various newspapers published in different languages spoken across the country. They are also termed as regional newspapers as they are targeted mostly at the regional level readers. There are thousands of regional newspapers being published in India. The papers vary from the English newspapers in their presentation style and approach to news writing. The papers tend to take on a more colloquial and conversational writing while coverage of news than the English counterparts.

4.3.1 DIFFERENCE BETWEEN ENGLISH AND LANGUAGE PRESS

- a) English newspapers are published only in one language which is English while language newspapers have a wide range in terms of language they are published in.
- b) English newspapers are primarily targeted at urban readers while language newspapers are more concentrated on the regional audience even in rural areas.
- c) English newspapers have an elitist target and attitude catering mainly to the well-educated, middle class, upper middle class and higher income groups. Language newspapers are read by even the low income group and even below that, basically anyone who can read their mother tongue.
- d) English dailies have less reach in rural areas in comparison to language newspapers.
- e) English newspapers, to a major extent follow the British or western style of reportage while language papers have their unique local flavour in terms of style and methods.
- f) English newspapers garner better revenue via advertisements as they cater to audience with stronger purchasing power while language daily usually have to sustain local advertisements which do not bring in much revenue.
- g) Since colour printing is a costly affair English newspapers boast of more flamboyant style with lots of supplements while language papers are drab in comparison.

Let us now look into some factors that have contributed to this boom of newspapers in India.

a) Rise in literacy rate: The literacy rate of the country has a direct relationship with the surge in growth of newspapers in India. Literacy being a pre-requisite to the production and consumption of print the more people became educated meant the more they started reading newspaper. According to Robin Jeffrey who made extensive studies on the newspaper revolution of India said that the states with higher literacy rates also had higher consumption of print media.

b) Expansion of the middle class: With the rise of Indian middle class the rise in newspaper readership is also seen. The middle class puts much emphasis on keeping abreast of the happenings of the country and is an active participant in the democracy. This class sees subscribing to a newspaper as a necessity and a sign of an educated mind.

c) Untapped market: India still has an estimated 350 million people who can read and write but do not subscribe to any newspaper. This leaves the newspaper market to tap into this segment of people and bring them into their fold furthering readership and revenue.

d) Education of women: Newspaper reading is no longer concentrated among the men folk and their topics. A growing class of educated women has also been included into the readership and provided publishers with new avenues of topics catering to this section of the society.

e) Technological advancement: Technological innovation and easier process of production, circulation and consumption of print media has helped to create more publishing business in the country.

f) Better purchasing power: Economic stability of the common man has also helped in increasing the sales of newspapers. With better purchasing power people tend to spend more on consumption of media.

g) Aggressive marketing: Newspapers and periodicals bombard readers with various subscription offers, contest and attractive offers to draw in the readers which are paying off.

h) Political awareness: Political awareness and a desire to know what is going on in the country has also thrust people into buying newspapers pushing its sales higher. Even to raise their voices many newspapers have cropped up in different parts of the nation.

4.4 BIRTH OF INDIAN LANGUAGE PRESS

During the Indian independence the country had only 3533 publications. Among them 330 were daily newspapers and 3203 were periodicals. In fifty years after that, there has been a 12 fold increase in the number of publications. In 1997 the Registrar of Newspapers of India published that there were 41705 publications among which the number of newspapers was 4719. In 2006, this has gone up to 45600 publications, in which 5600 are newspapers. At present, India has around 398 major newspapers with an overall circulation boasting of 30,772,000 copies. India comes second after China in terms of newspaper market. It is interesting to note that the world's three top countries in newspaper circulation are China with 98.70 million copies, India with 88.90 million copies and Japan with 69.10 million.

Growth of newspapers is calculated in two ways, one is by circulation and the other is by readership. Circulation mainly refers to subscribers but readership primarily denotes the number of people actually reading the newspaper. So, a family may subscribe a single paper but that paper may be read by all the family members (around 4 to 5 people on an average). So if a newspaper has a circulation of one lakh, its readership may be four or five lakhs.

A study of readership in India has revealed that the country has more readership for language newspapers because of their reach than English newspapers which are primarily concentrated in urban centres or English speaking class.

There was an extensive growth of newspapers during the Indian freedom struggle and even after it. The press as a medium of fourth pillar of democracy has truly been realised by the people of India and compared to

any other developing countries India has shown tremendous growth in this regard. Even though only 22 main languages are listed in the Eighth Schedule of the Constitution there are more than 100 languages newspapers in the country.

Serampore Mission Press

Serampore missionaries and the Serampore Mission Press (1800-1855) were pivotal in bringing about printing renaissance in the country especially in Bengal which became a nerve centre of literature and printing. The first type foundry was established in Bengal in Chinsura in 1778 but it was only twenty-two years later that Serampore saw its first printing press. Two important names must be mentioned in development of printing in Bengal namely arrival of William Carey as a representative of the Baptist Missionary Society of England and the foundation of the Serampore Mission Press (1800).

In a short time the Serampore Mission press gained fame as a place of repute due to its meticulous printing and low cost printing. The British administration did try to clamp down on the press as it had gained such a repute and was more than the administration could control. The missionaries also looked into creating paper which was the principal raw material. In 1809 a treadmill was founded and steam engine used to operate it ushering in an advancement of technology in printing. The Serampore Mission Press had published 212,000 books in 45 languages between 1800 and 1832.

In April 1818, Dig Darshan which was the first Indian language newspaper was started by the Serampur missionaries William Carcy, Joshua Marshman and William Ward. They soon started another journal in June of the same year and named it SamacharDarpan. Raja Ram Mohan Roy also brought out periodicals in English, Bengali and Persian. Some of Roy's papers were SambadKaumadi, Brahmical Magazine, Mirat-ul-Akhbar, and Bangadoota and Bengal Herald

Assamese

Orunodoi, a distinguished journal in the Assamese language was started in January 1846 under the editorship of the Reverend Oliver.T.Cutter.

Gujarati

The newspaper with the greatest longevity in India, Mumbai Samachar was also the first Gujarati newspaper. It was established in 1822 by Fardunji Marzaban as a weekly and then became a daily in 1832.

Hindi

The first Hindi daily was Samachar Sudhavarshan (Calcutta, 1854). Later Samayadant Martand, Banaras Akhbar, Shimila Akbar and Malwa Akhbar came out.

Calcutta was the birth place not only of English and Bengali but also of Hindi journalism. The first Urdu newspaper was published was Urdu Akhbar in the second decade of the nineteenth century.

Kannada

Kannada Samachara was the earliest Kannada journal, according to many scholars. But others think that the first Kannada journal was Mangalooru Samachara. Later Subuddhi Prakasha, Kannada Vaatika, Arunodaya, Mahilaasakhi and Sarvaramitra came out during the eighteenth century.

Malayalam

Mathrubhumi, Malayala Manorama and Kerala Kanmudi are the main newspapers of Kerala. The other daily newspapers are Desabhimani, Mangalam, Madhyamam, Chandrika, Deepika and others.

Marathi

Darpan was the first Marathi newspaper started on January 6, 1832. Kesari and Sudharak were the other papers of the eighteenth century. Induprakash was an Anglo-Marathi daily established in 1862.

Oriya

The first Oriya magazine Junaruna was published by the Orissa Mission Press in 1849 under the editorship of Charles Lacey. Then another publication from the same press 'Prabhatchandrika', under the editorship of William Lacey came out. Utkal Sahitya, Bodhadayini, Baleshwar Sambad Balikaand others started in the eighteenth century.

Punjabi

Although Maharaja Ranjit Singh encouraged the development of Punjabi journalism the earliest Punjabi newspaper was a missionary newspaper. The first printing press in Punjab was established in Ludhiana in 1809.

Tamil

The first periodical 'Tamil Patrika,' a monthly was brought out in 1831 by the Religious Tract Society in Madras; it lasted till 1833. The next periodical, a weekly was the Dina Vartamani published in Madras from 1856 by the Dravidian Press and edited by Reverend P. Percival. Swadeshmitran and Deshabhaktan were the other papers.

Telugu

Kandukuri Veeresalingam Pantulu, known as the father of the renaissance movement in Andhra and the founder of modern Telugu, sparked a social reform movement through his weekly Vivekavardhini. He also founded separate journals for women, Satihitabodhini.

ASSESS YOUR PROGRESS

1. National herald was founded by?

2. Which country comes first in terms of newspaper market?

4.5 INDIAN INDEPENDENCE AND THE PRESS

The Indian press played a significant role in the struggle of independence against the British and still plays a role of social watchdog when it comes to its deals in general. In spite of restrictions and censure papers like the Indian Mirror, Amrit Bazar Patrika, the Pioneer, The Hindu, the Maratha, Kesari, Bombay Samachar, Samachar Darpan, Andhra Prakasika and others became a powerful tool of political consciousness and education for the Indian populace. Political agenda, ideology and tirade against the colonial rulers were being published in these nationalist newspapers. Nationalist press combined with the surge of an Indian middle class armed with western education led a newspaper revolution without any qualm. Nationalist literature in the form of books, novels, poetry played an important role in rousing national consciousness. It provided the much needed impetus to the growing feelings of nationalism and resistance against the colonial oppressors. It was like a bridge between the intelligentsia and the common man. Many of publications like Bangadooth of Ram Mohan Roy, Rast Goftar of Dadabhai Naoroji and Gyanenesh uncovered social reforms and thus helped arouse national awakening.

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

Notable Role in freedom struggle

The press played a notable role in the freedom struggle. In 1853 author and playwright Girish Chandra Ghosh established Hindu Patriot which became immensely popular. In 1861, the paper published a play, "Neel Darpan" and launched a movement against the British, urging the people to stop cultivating the crop for the white traders. This resulted in the formation of a Neel Commission. Later, the paper was led by Ishwar Chandra Vidyasagar. The Indian Mirror was another paper which continually opposed the draconian policies of the British. Another weekly, Amrita Bazar Patrika published from Jessore, was critical of the government, with the result that its owners faced trial and conviction. In 1871, the Patrika moved to Calcutta and another Act was passed to suppress it and other native journals.

Marathi Press

A prominent leader of Maharashtra, Mahadev Govind Ranade, used to write in Gyan Prakash as well as in Indu Prakash. Both these journals helped in awakening the conscience of the exploited masses. Another Marathi weekly, Kesari was started by Bal Gangadhar Tilak from January 1, 1881. He along with two other people started another weekly journal, Maratha in English. The editor of the 'Deccan Star' Nam Joshi also joined them and his paper was incorporated with Maratha. Tilak and Agarkar were charged with writing against the Diwan of Kolhapur and the British.

Tilak's Kesari was a frontrunner in its tirade against the British. The paper made the partition of Bengal a national issue and also opposed the Sedition Ordinance in 1908. He was also later exiled from the country for six years. The Hindi edition of Kesari was started from Nagpur and Banaras.

Press and the first session of Congress

During the birth of the Indian National Congress the newspapers and their editors were held in very high esteem. They were seated in the front row in the meetings of the INC. The December 1885 session included some of the editors of Indian newspapers. The first ever resolution at this session was proposed by the editor of The Hindu, G. Subramanya Iyer. In this resolution,

it was demanded that the government should appoint a committee to enquire into the functioning of Indian administration. The second resolution was also moved by a journalist from Poona, Chiplunkar in which the Congress was urged to demand for the abolition of India Council which ruled the country from Britain. There were many Congress presidents who had either been the editors or had started the publication of one or the other newspapers. In this background, particular mention may be made of Ferozeshah Mehta who had started the Bombay Chronicle and Pandit Madan Mohan Malaviya who edited a daily, Hindustan. He also helped the publication of Leader from Allahabad. Moti Lal Nehru was the first chairman of the Board of Directors of the Leader. Lala Lajpat Rai was also involved in the publication of three journals, the Punjabi, Vandematram and the People from Lahore. During his stay in South Africa, Gandhiji had published Indian Opinion and after settling in India, he started the publication of Young India; Navjeevan, Harijan, Harijan Sevak and Harijan Bandhu. Subash Chandra Bose and C.R. Das were not journalists in its strict sense but they acquired the papers like Forward and Advance which later attained national status. Jawaharlal Nehru founded the National Herald.

Revolutionary Movement and the Press

The revolutionary movement of India did not start directly with the guns but by the words about the plight of the Indians in the hands of the British administration. The prominent amongst them was Yugantar published by Barindra Kumar Ghosh who edited it also. Not only in Indian but Indians living abroad too joined in the publications highlighting the cause of Indians. In 1905, Shyamji Krishna Verma started publication of a journal Indian Sociologist from London. Verma had to flee to various places in order to continue his publications. After Yugantar, it was Vandematram established by Subodha Chandra Malik, C.R. Das and Bipin Chandra Pal on August 6, 1906 that fought for the cause of Indian Independence. Its editor, Aurobindo Ghosh, the editor of Sandhya, B. Upadhyay and editor of Yugantar B. N. Dutt had to face a trial for supporting the cause of freedom.

Bhartendu Harish Chandra was the first to start a journal Kavi Vachan Sudha in Hindi in 1868. Its policy was to give vent to the miseries of the people of India. The government aid to journals like Kavi Vachan Sudha was stopped for publishing what was objectionable from the government viewpoint. Bhartendu Harish Chandra resigned from his post of an honorary Magistrate. His two friends, Pratap Narain Mishra and Bal Krishna Bhatt started publication of two important political journals Pradeep from Allahabad, and Brahman from Kanpur. The Pradeep was ordered to be closed down in 1910 for espousing the cause of freedom. The Bharat-Mitra was a famous Hindi journal of Calcutta which started its publication on May 17, 1878 as a fortnightly. Other papers from Calcutta which furthered the cause of Indian independence included Ramanand Chatterjee's Modern Review in English, Pravasi Patra in Bengali and Vishal Bharat in Hindi.

Hindi journal 'Vir Arjun' and Urdu journal Tej continued publication even after the assassination of Swami Shradhanand. Mention must be made of Vidyavachaspathi and Lala Deshbandhu here. In Lahore, Mahashaya Khushal Chand brought out Milap and Mahashaya Krishna started publishing Urdu journals which helped a lot in promoting the national cause. In 1881, Sardar Dayal Singh Majitha on the advice of Surendra Nath Bannerjee brought out Tribune under the editorship of Sheetal Kant Chatterjee. Bipin Chandra Pal also edited this paper for some time. Later in 1917, Kalinath Rai joined the paper as its editor.

Every province in India brought out a journal or a newspaper which advocated the nationalist cause. B.G.Horniman made the Bombay Chronicle a powerful instrument to promote nationalism and remained present in various meetings of satyagrah. Amritlal Shet brought out the Gujarati journal Janmabhumi which was an organ of the people of the princely states of Kathiawad, but it became a mouthpiece of nationalist struggle. Similarly another Gujarati journal Saanjvartman played a prominent role under the

editorship of Sanwal Das Gandhi, who played an important role in the 1942 Quit India movement.

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

Press and Partition of Bengal

The press played a major role during the partition of Bengal. The All India Muslim League was formed in Dhaka in 1906. Two other movements originated as a result of partition, the boycott of government posts and the swadeshi movement. The Congress was divided on ideological basis particularly the moderates and the nationalists or the extremists. Most of the newspapers took a moderate line led by Surendranath while Bipin Chandra Pal and Arabinda led the extremists. The Bande Mataram of Arabinda and Bipin Chandra advocated the policy of total boycott while the Yugantar preached use of force to eliminate the British colonial rule. The Muslims of Bengal supported the Swadeshi movement through the Persian papers, namely the Rojnama-e Mokaddas-Hablul and the Sultan.

As a sequel, in 1908 the Newspapers (Incitement to Offences) Act was passed resulting in the closure of a number of newspapers sympathetic to violent activities. The Criminal Law Amendment Act of 1913 and the Defense of India Regulations were used to silence any agitation and criticism.

In the then East Bengal, the first English daily the Herald was published in 1916 from Dhaka. The Jyoti, probably the first Bangla daily of the eastern part of Bengal, coming out from Chittagong in 1921, had to suffer a closure for its involvement in the non-cooperation movement. In 1931, the Indian Press (Emergency Power) Act was passed in which the local governmental authorities were empowered to forfeit the security of the press.

4.5.1 PRESS ACTS/LAWS

With the coming of press during the time of colonial rule, the need to control its power and influence was felt by British administration. It was left to James Augustus Hicky to publish the first newspaper in India entitled The Bengal Gazette or Calcutta General Advertiser in 1780. For his outspoken criticism of Government officials and scurrilous attacks on the Governor-General and the Chief Justice, Hicky's press was seized in 1782. The following years saw the appearance of new publications like the Calcutta Gazette (1784), the Bengal Journal (1785), the Oriental Magazine of Calcutta or Calcutta Amusement (1785), the Calcutta Chronicle (1786), the Madras Courier (1788), the Bombay Herald (1789) and others. The promoters of these new publications profited from Hicky's bitter experience and avoided clash with the authorities.

The circulation of these papers was hardly the issue rather the fear of malpractices in the country reaching London was what troubled the British administration in the country. In view of this, various Press Acts and censorship were levied on the press. The following are a few measures that affected the Indian press.

Censorship of the Press Act, 1799

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

These regulations required:

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

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

The Licensing Regulations Act, 1823

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

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

The Liberation of the Indian Press, 1835

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

The Licensing Act, 1857

The emergency caused by the Rebellion of 1857 led the Government to again impose licensing restrictions on the press in addition to the existing registration procedure laid down by the Metcalfe Act. The Act prohibited the

keeping or using of printing presses without a license from the government and the government reserved the discretionary right to grant licenses or revoke them at any time.

The Registration Act, 1867

The Press and Registration of Books Act of 1867 replaced Metcalfe's Act of 1835 pertaining to registration of printing presses and newspapers. The Act was of a regulating nature and not a restriction on printing presses or newspapers. According to this Act, every book or newspaper was required to have printed legibly on it the name of printer and publisher and the place of printing. Further, within one month of the publication of a book a copy of the book had to be supplied free of charge to the local government. In 1870, an Act to amend the Indian Penal Code was passed which contained a sedition section. Later on, this section was incorporated in the Indian Penal Code as Section 124-A.

Vernacular Press Act, 1878

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

The Act provided for submitting to police all the proof sheets of contents of papers before publication. What was seditious news was to be determined by

the police, and not by the judiciary. Under this Act many of the papers were fined, their editors jailed. The act came under severe criticism for its repressive measures against the freedom of expression. All the native associations irrespective of religion, caste and creed denounced the measure and kept their denunciations and protestations alive. All the prominent leaders of Bengal and of India condemned the Act as unwarranted and unjustified, and demanded for its immediate withdrawal. The newspapers themselves kept on criticizing the measure without an end. The succeeding administration of Lord Ripon reviewed the developments consequent upon the Act and finally withdrew it.

The Newspapers Act, 1908

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

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

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

The Indian Press Act, 1910

The government further sought to strengthen its hands by the Indian Press Act of 1910 which revived the worst features of Lytton's Press Act of 1878. The aggrieved party could appeal to a Special Tribunal of the High Court

against orders of forfeiture within two months. Further, the printer of every newspaper was required to supply to the government free of charge two copies of each issue of the newspaper published. The Act gave powers to the Chief Customs Officer to detain all imported packages which contained objectionable material.

The Indian Press (Emergency) Act of 1931

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

According to the Act, any person, real or fictitious, who had committed or alleged or represented to have committed the offence, would be punished. In 1932, the Press Act of 1931 was amplified in the form of Criminal Amendment Act of 1932. Section 4 was made very comprehensive and expanded to include all possible activities calculated to undermine the Government's authority. During the Second World War (1939-45), the executive exercised exhaustive powers under the Defence of India Act. Pre-censorship was reinforced, along with the Press Emergency Act and the Official Secrets Act. At the same time the publication of all news relating to the Congress activities declared illegal. The special powers assumed by the Government during the war ended in 1945.

4.6 SUMMING UP

India's journalism or the media is closely related to its social, political and economic trends being reflected in its media. From the 1857 Revolution to the Quit India Movement, the Indian press is part and parcel of its national life. India is one of the fastest growing economies of the world, One significant feature of this growth is the narrowing of the urban and rural divide. Globalisation also leads to this transition. The rise in literacy, more educational opportunities, growth of industry, emergence of a new middle class, modern communication systems and enhanced purchasing power, have all combined to help in the increased circulation of language papers.

4.7 QUESTIONS

1. What are the differences between English papers and language newspapers?
2. Analyse the reasons for the newspaper boom in India.
3. What are the factors which helped the growth of language papers?
4. Discuss nationalism and the role of the Indian press.
5. Mention the various press laws enacted in India.
6. How do you see the future of language newspapers in India? Explain.

4.8 RECOMMENDED READINGS

Jeffrey, R. (2000). *India's Newspaper Revolution- Capitalism, Politics and the Indian Language Press*. Oxford University Press.

Natarajan, J. (2000). *History of Indian Journalism*. Publication Div. Ministry of I & B, Govt of India.

MODULE II: HISTORY OF INDIAN PRESS

CODL, TEZPUR UNIVERSITY

UNIT 5: PRESS ORGANIZATIONS

UNIT STRUCTURE

5.1 Introduction

5.2 Objectives

5.3 Press Commissions

5.3.1 First Press Commission (1952-54)

5.3.2 Second Press Commission (1978-80)

5.4 Press Council

5.5 Registrar of Newspapers for India

5.6 Audit Bureau of Circulation

5.7 Summing up

5.8 Questions

5.9 Recommended Readings

5.1 INTRODUCTION

Free press advocate and lawyer Trevor Timm has stated “An independent press is one of the essential pillars of a democracy, and we need to support journalists and whistle blowers alike to protect it”. The press in India is considered to be the fourth pillar of its democracy. This unit shall discuss the bodies that regulate the functioning of media in India.

5.2 OBJECTIVES

The present unit facilitates you to have:

- A brief idea about the major organisations related to press in India
- An idea about press regulations in India
- An idea about the circulation and audit of newspapers in India

5.3 PRESS COMMISSIONS

The press freedom is not explicitly mentioned in the Indian constitution. Press freedom in essence can be considered within the Right to Freedom of Speech and Expression as provided in Article 19 of the Indian constitution.

For the press to be unbiased and neutral it is essential to enjoy freedom of expression for projection of one's own voice as well as opinions of others. The press to be fully functional and checking social malaise must enjoy that freedom. There are also certain restrictions on these freedoms that are mentioned in Article 19 which include defamation, contempt of court, decency or morality, security of the state, friendly relations with other states, incitement to an offence, public order and maintenance of the sovereignty and integrity of India.

The degree of freedom enjoyed by the press is the same as any ordinary citizen of the country. It is governed by the same industrial rules and regulations and laws of employment enforced in the country. The government cannot just impose arbitrary restrictions on the press and the press too cannot function at the cost of national security and integrity.

In 1976, during the period of internal emergency, parliament enacted the Prevention of Publication of Objectionable Matter Act. The Act was repealed by the Janata Government in 1978. However, the 44th amendment adopted in 1978 has given parliament considerable powers to regulate if not restrict press freedom. A new article, Article 361A was added to the constitution with this objective in view.

The issue of press censorship has always been a debatable issue both in legal terms as well as in principle. On the one hand, there are people who believe that for an unbiased and fair press it should be free from censorship while another group views that a total free press will lead to chaos and will be utilised for furthering personal vendetta. The Indian constitution does not explicitly forbid press censorship rather it leaves a leeway to impose censorship for reasonable reasons and in national and public interest. During

times of emergency under Article 352, censorship is valid when Article 19 itself stands suspended under Article 358 of the constitution.

After India attained freedom in 1947, the press and its role underwent a sea change in the changing times. In order to efficiently run the press in a free country the government of India appointed two press commissions to make a comprehensive enquiry into the state of press in India which included examining issues pertaining to functioning and structure of press in the country and maintain high standards in journalistic pursuits in the press.

5.3.1 FIRST PRESS COMMISSION (1952-54)

On September 23, 1952 the first press commission was formed under the chairmanship of Justice J. S. Rajadhyakhsa by the Ministry of Information and Broadcasting to inquire into the state of the press in India. Some of the other members of the 11-member working group were Dr. C.P. Ramaswamy Aiyer, Acharya Narendra Deo, Dr. Zakir Hussain, and Dr. V.K.V. Rao. It was asked to enquire into factors, which influence the establishment and maintenance of high standards of journalism in India.

The commission looked into the control, management and ownership, the financial structure as well as other important aspects of the newspaper industry in the country. The commission after detailed study concluded that the ownership rights should rest vastly in Indian hands and work for furthering national interests.

Considering the recommendations of the press commission and the note submitted by the Ministry of Information and Broadcasting, Government of India, the Union Cabinet adopted a Resolution on 13 September, 1955, which became the basic policy document in regard to the press in India. The resolution reads thus:-

“The Cabinet considered the Ministry of Information and Broadcasting’s note dated May 4, 1955, and was of the view that so far as the ownership of newspapers and periodicals by nationals of other countries was concerned, the problem was not a very serious one as there were only a few such newspapers and periodicals. The Cabinet, therefore, felt that no action needs

to be taken in regard to these newspapers and periodicals but that no foreign-owned newspaper or periodical should, in future, be permitted to be published in India. The Cabinet, however, agreed that the other recommendation of the Commission that foreign newspapers and periodicals, which dealt mainly with news and current affairs, should not be allowed to bring out Indian editions should be accepted in principle”.

The commission was appointed in view of the press changing from a social tool for development to becoming a business venture which led to slanderous writing posed a threat against the editorial policy of the paper. It started to be used for furthering personal ideologies and beliefs and biased views. The commission did find that few established papers still followed and maintained a high degree of professional standards but voiced their concerns that in the absence of restrictions the press may fall into the practice of objectionable journalism and with nothing to control them it will be used as a tool of propaganda. It also maintained that self-regulation within the industry itself by people who are not connected or affiliated to any moral, political and ideological camp and whose responsibility would be to check any doubtful professional practice as a viable option.

The recommendations of first press commission can be summed up thus:

- In order to uphold the freedom of the press and to maintain high standards of journalism, a press council should be established.

Based on this recommendation the Press Council of India was established on July 4, 1966 which started functioning from November 16 (on this date, the National Press Day is celebrated) 1966.

- The appointment of the Registrar of Newspaper for India (RNI) to prepare the account of the press and the position annually.

This was also accepted and RNI was appointed in July 1956.

- Price-page schedule should be introduced.

This was also accepted in 1956.

- A press consultative committee should be constituted for maintaining a cordial relationship between the government and the press.

This too was accepted and a press consultative committee was constituted on September 22, 1962.

- Working Journalists Act should be implemented.

The government implemented this and in 1955 the working journalist and other newspaper employees and miscellaneous provisions act was set up.

- The commission recommended the establishment of a fact-finding committee to appraise the financial position of the newspapers and news agencies.

A fact finding committee was set up on April 14, 1972. It submitted its report on January 14, 1975.

- For protecting the prime principles of the freedom of the press and to help the newspapers against monopolistic tendencies, a newspaper financial corporation should be constituted.

It was accepted in principle and on December 4, 1970, a bill was also presented in the Lok Sabha, but it lapsed.

5.3.2 SECOND PRESS COMMISSION (1978-80)

The government of India constituted the Second Press Commission on May 29, 1978. It was set up with Justice P.K. Goswami as its chairman. The commission resigned in January 1980. The commission was reconstituted in April 1980 with Justice K.K. Mathew as its chairman. The commission submitted its report in 1982.

The main recommendations of the second press commission can be summarised thus:

- To establish cordial relations between the government and the press.
- Establishment of newspaper development commission to look into the developmental needs of small and medium newspapers.
- Newspapers should be detached from other industries and vested commercial interests.
- Regarding newspaper ownership, a board of trustees must be appointed between the editors and the proprietors of the newspapers.
- Price-page schedule should be introduced.

- Fixed proportion of news and advertisements must be maintained in small, medium and big newspapers.
- Newspaper industries should not be under the control of foreign capital.
- Predications, hypothesis and assumptions should not be published in newspapers and magazines.
- The misuse of the image of the advertisers should be discontinued.
- A stable advertisement policy must be introduced by the government.
- The Press Information Bureau should be reconstituted.
- Press laws should be amended according to changing times and needs.

ASSESS YOUR PROGRESS

1. Who was the chairman of the first Press commission?

2. Which Press Commission suggested that predictions and assumptions should not be published in newspaper and magazines?

5.4 PRESS COUNCIL

The Press Council of India was first constituted on July 4, 1966 as an autonomous, statutory, quasi-judicial body, with Justice J R Mudholkar, then a Judge of the Supreme Court, as its chairman.

It was set up on the recommendations of the first press commission (1954). The commission had opined that only an autonomous body comprising people principally connected with the industry could ensure that no code of journalistic ethics are breached by any stakeholder of the profession.

The commission had identified roles for the proposed council. These were:

- Safeguarding the freedom of press
- Maintaining high standards of public taste
- To cultivate due sense of both the rights and responsibilities of citizenship

Composition of Press Council

The Press Council Act, 1965 provided for a 25-member strong body out of which 3 were to represent the two houses of parliament, 13 were to be from amongst the working journalists, of which not less than 6 were to be editors who did not own or carry on the business of management of newspapers and the rest were to be the persons having special knowledge or practical experience in respect of education and science, law, literature and culture. By an amendment of the Act in 1970, the membership of the council was raised by one to provide a seat for persons managing the news agencies. The same amendment also made new provisions for the appointments of the chairman and other member of the council. From 1970 onwards till 1979, the chairman and other members of the council were nominated by a nominating committee consisting of the chairman of Rajya Sabha, the chief justice of India and the speaker of Lok Sabha.

The Press Council of India was revamped in 1979 following the enactment of a fresh legislation by parliament in 1978. Although the composition of the council underwent few changes, but the objectives of the council remain the same:

- Preserving the freedom of the press
- Maintaining and improving the standards of press in India

The present structure of the council is a body having perpetual succession. It consists of a chairman and 28 other members. Of the 28 members, 13 represent the working journalists. Of who 6 are to be editors of newspapers and remaining 7 are to be working journalists other than editors. Six are to be from among persons who own or carry on the business of management of newspapers. One is to be from among the persons who manage news agencies. Three are to be persons having special knowledge or practical experience in respect of education and science, law and literature and culture. The remaining five are to members of parliament: three from Lok Sabha, and two from Rajya Sabha.

Functions of Press Council of India

The Press Council Act, 1965, listed the functions of the council in maintenance of its objectives:

- Help newspapers to maintain their independence
- Build up a code of conduct for newspapers and journalists in accordance with high professional standards
- Ensure on the part of newspapers and journalists the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship
- Encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism
- Keep under review any development likely to restrict the supply and distribution of news of public interest and importance
- Keep under review such cases of assistance received by any newspaper or news agency in India from foreign sources, as are referred to it by the central government
- Provided that nothing in this clause shall preclude the central government from dealing with any case of assistance received by a newspaper or news agency in India from foreign sources in any other manner it thinks fit
- Promote the establishment of such common service for the supply and distribution of news to newspapers as may, from time to time, appear to it to be desirable;
- Provide facilities for the proper education and training of persons in the profession of journalism
- Promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers
- Study developments which may lean towards monopoly or concentration of ownership of newspapers, including a study of the ownership or financial structure of newspapers, and if necessary, to suggest remedies therefore
- Promote technical or other research

Functions of the Council

The Press Council of India 1978 Act added three new functions for the council:

- (a) Promoting the establishment of such common services for the supply and distribution of news to newspapers as may, from time to time, appear to it to be desirable;
- (b) Providing facilities for proper education and training of persons in the profession of journalism; and
- (c) Promoting technical or other research

Powers of the Council

- The Press Council cannot force any newspaper, news agency, editor or journalist to reveal the source of any news or information
- The council has power to censure any news which violates the standards of journalistic ethics or public taste
- The council can hold inquiry against an editor or a working journalist if s/he is found of committing professional misconduct
- Every inquiry held by the council shall be deemed to be a judicial proceeding within the meaning of sections 193 and 228 of the Indian Penal Code

Complaints procedure

Any complaint against a newspaper or publication must first be taken up with the concerned editor. If not resolved then the complaining party can approach the Press Council of India.

The complaint should be specific and in written form submitted within two months from the publication of the objectionable material in case of dailies and weeklies and four months in all other cases, along with the original/photostat copy of the impugned clipping (an English translation if the matter is in a South Asian language). The complaint must clearly state how it is objectionable within the purview of the Press Council Act, 1978

and enclose a copy of the letter to the editor and his reply if any. Additionally it must state that the issue is not under consideration in any court of law.

Even newspaper and journalist unhappy with any action of any authority can approach the council. The council can give suggestions in mitigating the issue with the concerned parties and instruct them on further course of action.

5.5 REGISTRAR OF NEWSPAPERS FOR INDIA

The office of the Registrar of Newspapers for India, more popularly known as RNI came into being on July 1, 1956, on the recommendation of the first press commission in 1953 and by amending the Press and Registration of Books Act 1867.

The Press and Registration of Books Act contain the duties and functions of the RNI. On account of some more responsibilities entrusted upon RNI during all these years, the office is performing both statutory as well as some non-statutory functions.

Its statutory functions are:

- Compilation and maintenance of a register of newspapers containing particulars about all the newspapers published.
- Issue of Certificate of Registration to the newspapers published under valid declaration;
- Scrutiny and analysis of annual statements sent by the publishers of newspapers every year under Section 19-D of the Press and Registration of Books Act containing information on circulation, ownership etc;
- Informing the District Magistrates about availability of titles, to intending publishers for filing declaration;
- Ensuring that newspapers are published in accordance with the provisions of the Press and Registration of Books Act 1867 and the Rules made there under.
- Verification under Section 19-F of the PRB Act, of circulation claims furnished by the publishers in their annual statements; and

- Preparation and submission to the government on or before December 31, 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.

The non-statutory functions are:

- Formulation of newsprint allocation policy - guidelines and issue of eligibility certificate to the newspapers to enable them to import newsprint and to procure indigenous newsprint.
- Assessing and certifying the essential need and requirement of newspaper establishments to import printing and composing machinery and allied materials.

5.6 AUDIT BUREAU OF CIRCULATION

Audit Bureau of Circulations (ABC) is one of the several organisations of the same name operating in different parts of world. ABC of India founded in 1948 is a not-for-profit, voluntary organisation consisting of publishers, advertisers and advertising agencies as members. It does pioneering work in developing audit procedures to certify the circulation figures of publications which are members of ABC.

The main function of ABC is to evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its copies. The circulation figure so arrived at is checked and verified by a firm of chartered accountants which are empanelled by the bureau. The bureau issues certificates every six months to those publisher members whose circulation figures confirm to the rules and regulations as set out by the bureau.

Circulation figures that are checked and certified by an independent body are an important tool and critical to the advertising business community for fair value assessment of each media.

ABC's membership today includes 562 Dailies, 107 Weeklies and 50 magazines plus 125 advertising agencies, 45 advertisers and 22 news

agencies and associations connected with print media and advertising. It covers most of the major towns in India.

ABC helps advertiser by pointing out to them where they can invest their money so that largest number of target consumers is reached and also helps newspaper to get revenue and maintaining their circulation figures every six months.

The working of ABC

The bureau's council of management functions as the board of directors which is the main policy-making body. Council members meet frequently at least once in two months.

The Bureau's council of management comprises of:

- 8 elected representatives of publisher members
- 4 elected representatives of advertising agency members
- 4 elected representatives of advertiser members

The position of chairman of the council of management rotates every year between the senior most publisher member and senior most non publisher member on the council (advertising agency and advertiser). The chairman is elected by the council of management every year.

The bureau (ABC) certifies circulation figures of member publications every six months i.e. for the audit periods January to June and July to December. The Audits of circulation figures are carried out by empanelled firms of chartered accountants as per the prescribed audit guidelines and procedures. The bureau also has a separate panel of auditors to undertake surprise checks and surprise recheck audits as deemed essential by the bureau. All members of the bureau receive online through bureau's website "<http://www.auditbureau.org>" certified circulation data of member publications along with the distribution statements duly mentioning the state, district, town in which member publications are distributed. The average qualifying sales of those member publications who comply with the prescribed audit guidelines are certified by the bureau. The certified circulation data is primarily used for media planning purpose by various

media agencies, print media advertisers and government publicity departments.

The day-to-day activities of the bureau are carried out by the secretariat as per the directions of the bureau's council of management.

The ABC plays an important role together with DAVP, Press Registrar and publicity officers of the various state governments and public sector undertakings to improve, promote and project nationally accepted objectives through the medium of the press.

5.7 SUMMING UP

The press in India is primarily self-regulatory. Freedom of the press and media is very important. A press or news medium enjoys greater freedom in a democratic country than in any other political dispensation. An independent press acts as an important check on government and administrators. The duty of a free press is to raise voice against any social evil or wrong. In order not to be gagged and fall under censorship the press must regulate itself to high professionalism. The press and digital media work day and night to deliver accurate news at the speed of the light. Thus, freedom of the press and media is the necessary pre-condition to the fulfilment of democratic ideals.

The press and media should work towards strengthening the sovereignty and integrity of a nation. It is the duty of the press and media to build an environment where the people of the country can cultivate unity and harmony.

5.8 QUESTIONS

- a. What are the recommendations of first press commission?
- b. What are the recommendations of second press commission?
- c. Write briefly about Registrar of Newspapers for India.
- d. Give an account of Audit Bureau of Circulation.
- e. Mention the structure and functions of Press Council of India.

5.9 RECOMMENDED READINGS

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UNIT 6: PIONEERS IN INDIAN JOURNALISM

UNIT STRUCTURE

- 6.1 Objectives
- 6.2 Introduction
- 6.3 Important contributors of Indian Journalism
- 6.4 Gandhi and Indian Journalism
- 6.5 Raja Ram Mohan Roy and Indian Journalism
- 6.6 Indian News Agencies
- 6.7 Summing up
- 6.8 Questions
- 6.9 Recommended Readings

6.1 INTRODUCTION

Indian journalism has been a collaborative effort by many social thinkers and activists to have reached the position it is in today. Drawing from the historical facts, we have to give credit to the British rule for the advent of journalism in India. The concept of newspaper was therefore brought to us by the British as an alien object but soon appropriated by the educated Indian intelligentsia and middle class. Hicky's Gazette in 1780 or William Bolt's venture, all the journalistic pursuits by the Englishmen definitely helped the cause of journalism in India.

In earlier units we have already studied details of the contributions of Hicky and Bolt. Let us then acquaint ourselves with a few more significant contributors of Indian journalism.

6.2 OBJECTIVES

After going through this unit, you will be able to:

- Get familiar with the major contributors or significant personalities of Indian journalism.

- Learn about the contribution of Gandhi and Raja Ram Mohan Roy to Indian journalism
- Have an understanding of the news agencies in India

6.3 CONCEPT AND IMPORTANCE

Important contributors of Indian Journalism

Newspapers were introduced to India by the British, as one of the benefits of British colonialism. James Augustus Hicky has the distinction of starting the newspaper press in India. Later, James Silk Buckingham got the title for being called as the pioneer of true Indian journalism.

James Silk Buckingham

James Augustus Hicky in 1780 provided and initiated a platform for Indian press with his Bengal Gazette, but we cannot deny the fact that Buckingham's contribution is equally important.

James Silk Buckingham (August 25, 1786 – June 30, 1855) was a Cornish-born author, journalist and traveller, known for his contributions to Indian journalism. He was one of the leading personalities among the Europeans who fought for a liberal press in India.

An avid traveller his book, *Travels in Palestine*, was published in 1821 which was followed by *Travels Among the Arab Tribes* in 1825. In 1818 he published the *Calcutta Journal*. The paper was widely successful but in 1823 it landed in soup after criticism of the British government, and Buckingham was expelled from India by the acting governor-general John Adam. His case was brought before a select committee of the House of Commons in 1834, and a pension of £500 a year was subsequently awarded to him by the East India Company as compensation. Buckingham was persistent in his journalistic ventures on his return to England.

He earned the title of 'the Father of true Indian Journalism.' He, in its true essence, can be attributed with pioneering ethical journalism in the country. Nehru described him as the earliest champion of press freedom. Although,

he came to India as an editor of the 'Calcutta Chronicle', which was started by the Calcutta merchants to safeguard their vested interests, Buckingham changed the editorial policy and laid more emphasis on social development and curbing of social ills of the time. He worked in close tandem with Raja Ram Mohan Roy as he delved more and more into championing positive social reforms. Being a widely travelled man he was in tune with the oppression suffered by the Indians in the hands of the British. He sincerely studied the culture and tradition of India and connected with its masses on a deeper level making him a popular figure amongst the masses of the time.

Charles Trevelyan Metcalfe

Sir Charles Trevelyan Metcalfe (1785-1846) was the acting Governor General of India from March 1835 to March 1836. Born on January 30, 1785 in Kolkata, Charles Metcalfe was the son of Thomson Metcalfe, a Major of the East India Company's Army. Educated at Bromley and Eton, he returned to Calcutta in 1801 at the age of sixteen as a writer in the Company's service. Metcalfe played various political roles and was a leading figure in concluding the treaty of Amritsar of 1809 with Ranjit Singh that brought stability in Punjab and was in force till the first Sikh war of 1845. The British territory was secured as the Sikh energies were diverted against Afghanistan and Sindh. As a reward Charles Metcalfe was posted as Resident at Gwalior in 1810, at Delhi from 1811 to 1819 and at Hyderabad from 1820-1822 and from 1825-1827. Metcalfe also served as Secretary in the Secret and Political Departments. He was private secretary to Lord Hastings from 1819 to 1820 and a member of the Supreme Council of Calcutta from August 1827 to November 1834. He was the Acting Governor General of India (March 1835-March 1836) after Lord William Bentinck. The court of Directors was planning to recommend making his appointment permanent. But Metcalfe, who was a man of liberal thinking, incurred the annoyance of the Court by removing the restrictions imposed by Wellesley on the Indian press, thus guaranteeing freedom of expression to the Indians. Consequently he was sent as Lt Governor to the North-West Province (modern Uttar Pradesh) where

he served for two years from 1836 to 1838. He was then appointed Governor of Madras. Disappointed, Metcalfe soon resigned from the Company's service when his liberal reform promises were unfavourably received by the Court of Directors, and sailed for England. Later he served as Governor of Jamaica (1839-42) and Governor General of Canada (1843-45). He was made a Privy Councillor in 1845 and died of cancer on September 5, 1846.

STOP AND READ

The freedom of the Indian Press dates from September 15, 1835. It was a great day, which the people of Calcutta were eager to celebrate. So they subscribed together, and they erected a noble building on the banks of the Hooghly, to contain a public library, and to be applied to other enlightening purposes, and they called it the Metcalfe Hall. It was to bear an inscription declaring that the Press of India was liberated on the 15th of September, 1835, by Sir Charles Metcalfe.

No other Englishman served India for so long a period as did Metcalfe. He lived in this country for 38 years. His urge for reform prompted him to prohibit slavery and the practices of sati and infanticide in the Delhi territory as early as 1812. While a member of the Council it was Metcalfe who influenced Governor General Bentinck to take the natives into partnership in governing the country. He was an able civil servant with progressive views. In 1835 Sir Charles Metcalfe restored the freedom of the press with the passing of the Press Law. Metcalfe gave proper shape to the press freedom in the country.

Nehru and National Herald

Jawaharlal Nehru was not only an able politician but also visionary who created National Herald and took it to great heights. Nehru launched the National Herald at Lucknow on September 9, 1938. Jawaharlal Nehru was an early editor of the newspaper and until his appointment as Prime Minister

of the country served as the Chairman of the Herald's Board of Directors. Nehru also served as the international correspondent for the paper and later utilised the paper to espouse his opinions on many topics in a deft manner. In January, 2008 discussions about the closure of the paper began. The paper had been going into losses for several years and revenue generation was being a problem as its printing technology was not being upgraded. At the time of its closure T V Venkitachalam was its editor-in-chief. The 73-year-old National Herald and its sister publication, an Urdu newspaper *Quami Awazwere* closed down on April 1, 2008. The last editorial titled “Herald hopes for a better tomorrow” indicates perhaps the closure would be only a temporary phase but it was not so.

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

Former Indian Prime Minister Rajiv Gandhi revived the National Herald in 1987. The Lucknow edition of the National Herald and *Quami Awaz* were closed down about 10 years ago. The paper also had a Hindi edition *Navjivan* - a name given by Mahatma Gandhi – that was also closed down several years ago. The newspaper was a part of Nehru’s legacy and also dear to Congress which touted to uphold ideals of secularism in the country.

Bal Gangadhar Tilak

One of the most notable journalist activists of India was Bal Gangadhar Tilak who founded ‘Kesari’ (Marathi) and ‘Maratha’ (English) papers with the help of G. G. Agarkar. He was known as the Father of Indian Unrest.

He propagated anti-British content using simple but direct language. In the year 1893 he started Ganesh festivals and in 1896 Shivaji festival to stimulate nationalism amongst young Maharashtrians.

He was sentenced to 18 months in prison for allegedly supporting the Chapekar brothers in their killing of Rand, the official in charge of plague operations in Pune.

Although Tilak had condemned the act as that of a fanatic he also criticized the government's tactics against plague affected people. When he was tried he denied having any intention of preaching disaffection against the rulers. Tilak became an all India hero after this episode and the title of 'Lokmanya' was given to him. In 1908 bomb attacks became common against the government. It again resorted to harsh measures against the press. This time around Tilak condemned the attacks against individuals and the use of violence. But he held the government's attitude responsible for it. For this article Tilak was again sentenced to 6 years in prison in Mandalay, Burma.

Annie Besant (1847-1933)

Born to a half Irish and half English father William Page Wood and Irish mother Emily Morris Wood, Annie Besant was born in London on October 1, 1847. Annie Besant came to India on November 16, 1893 to attend the Annual Convention of the Theosophical Society at Adyar in Madras. In 1898 she established the Central Hindu College at Benares which later formed the core of the Benares Hindu University. After making Madras her home, Besant founded a weekly newspaper 'Commonweal' in January 1914. In June the same year she purchased the Madras Standard and renamed it New India, which, thereafter, became her instrument to further the cause of Indian independence which she called "home rule". In August 1917 she became the President of the Calcutta Session of the Indian National Congress.

In 1917 she established the Indian Boy Scouts' Association and this was united to the International Movement in accordance to Sir Robert Baden Powell's request in 1921. She was conferred the title of Honorary Commissioner for India and in 1932 was awarded the Order of the Silver Wolf—the greatest honour that the Scout Movement could offer. In 1917 she started the Women's Indian Association and worked relentlessly for women's uplift. Her health gradually deteriorated and she passed away on September 21, 1933.

6.4 GANDHI AND INDIAN JOURNALISM

Mahatma Gandhi created three publications - Harijan in English (from 1933 to 1948), *Harijan Bandhu* in Gujarati, and *Harijan Sevak* in Hindi. These newspapers found Gandhi concentrating on social and economic problems, as much as his earlier English newspaper, Young India, had done from 1919 to 1932.

Gandhi was not only great leader, an able politician but also a deft communicator who catered to all sections of the society. His 'Harijan' touched the weakest section of the society while his Young India targeted the youth bringing into fold, the usually overlooked sections of the society. Gandhi was associated with six journals, for two of which he was the editor. His first paper, 'Indian Opinion' was started in South Africa. He also started giving interviews to newspapers and got his views published. He focused on open letters and Letters to Editor, but soon realized that occasional writings and the hospitality of newspapers were inadequate for the political campaign he had launched. Feeling the need for a more sustained communication, in June 1903 he launched Indian Opinion. It served the purpose of a weekly newsletter which disseminated the news of the week among the Indian community. It became an important instrument of education. He used the papers to propagate his ideas about freedom and Satyagraha.

He realised early how effective communication can mould public opinion and taught himself the art of written communication. The two journals 'Young India' and 'Navjivan' were used by him to publicize his views and to educate the public on Satyagraha. In 1933 Gandhi started 'Harijan', 'Harijan Bandhu', 'Harijan Sevak' in English, Gujarati and Hindi, respectively. These papers spoke about caste related issues and the malaise it created in the society.

6.5 RAJA RAM MOHAN ROY AND INDIAN JOURNALISM

Touted as the father of Indian language journalism Raja Rammohan Roy (1772-1833) was born into a world of diverse cultural influences.

Professionally the Roys had served under Muslim rulers and consequently were among the Persianized members of the Hindu elite. Roy was knowledgeable in Bengali, Persian and Sanskrit. He often questioned old beliefs and practices coming in conflict with his parents. The year after his father's death in 1803, Roy published his religious views in a Persian tract, *Tohfat al-Muwahiddin* (A Gift to Theists, 1804), making public his criticisms of idolatry and polytheism. He started to learn English and spent nine years working for the East India Company. He retired in 1814 and afterwards turned his energies to issues of social custom and religious belief.

About the same time another work of Rammohan in Persian entitled *Manzarat-ul-Adiyan* or "Discourses on Various Religions" came out. It is believed that its theme was similar to that of the *Tuhfat*. In 1815 Rammohan founded the *Atmiya Sabha* or Friendly Association for discussing theological subjects. The meetings discussed social evils such as polygamy, sati, and idolatry amongst others. Roy used the means of written word to publicize his social and religious views in the form of essays and books. He published a translation of the *Vedanta Sutra* in 1815 and the Bengali translation of *Isa, Kena, Katha, Mundaka* and *Mandukya Upanishads* between 1816 and 1819. He was the first man to translate and explain the *Vedanta* in Bengali though he primarily propagated the non-dualism of *Shankaracharya*.

In 1825, he founded the *Vedanta College* where along with Western science and philosophy the students were to be taught *Vedanta* philosophy. The *Vedanta College* was set up with a view to the propagation and defence of Hindu Unitarianism. In 1820 Roy had his differences with the Christian missionaries on religious propagations.

In 1816-17, Rammohan started an English school at *Sudipara* for the education of Hindu boys. The school was formally opened in 1822 as the *Anglo-Hindu School* where western science, philosophy and literature were taught. Later in 1839 the school was renamed the *Indian Academy*. Another

significant contribution of Rammohan as an educational reformer was that he drew the Christian missions to this field. Raja Rammohan Roy, the father of modern India, played a significant role in supporting Lord Macaulay in drafting his famous minute for the introduction of English education in India. Roy's efforts for promoting Indian Journalism were very notable. Among the papers that he used as his organs was the Bengali weekly Sambad Kaumudi or "The Moon of Intelligence". In 1822, he started a weekly paper in Persian named Mirat-ul-Akhbar or "Mirror of Intelligence". The Sambad Kaumudi was primarily intended for common man, whereas the Mirat was for the educated classes. Apart from being one of the pioneers of Bengali journalism, Rammohan's name is associated with the struggle for a free press in India.

His memorandum against the Press Ordinance of 1823 to the supreme court and then to the Privy Council, his closure of the publication of the Mirat-ul-Akhbar as a protest against the repressive government ordinance have earned for him a pride of place in the history of the Indian press. This is the first instance of an organized effort to rally the intelligentsia against encroachment on the fundamental rights of the people. He carried out many protests against the draconian acts of the colonial rule such as in 1827, he protested against the Jury Act which introduced discrimination even in the courts of justice, in 1830, he objected to the government proposal to tax rent-free lands and lastly, we must mention the agitation he started on the eve of the renewal of the Company's charter in 1833.

But most notable accomplishment of Roy for which he is remembered and revered is his crusade and role in abolishing sati. It was he who realised early on to use the press for publicising social reforms and development. He was the first true development communicator of India. He realised that India would be forever lagging behind, if her people did not learn English, mathematics and science. He spent his own money and started a college to teach English and science. That is why he is called the 'Maker of Modern India'.

ASSESS YOUR PROGRESS

1. Who is regarded as the father of Indian Journalism?

2. 'Kesari' and 'Maratha' were founded by which activist?

6.6 INDIAN NEWS AGENCIES

As mentioned in Encyclopaedia Britannica, a news agency, also called press agency, press association, wire service, or news service, is an organization that gathers, writes, and distributes news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. It does not generally publish news itself but supplies news to its subscribers, who, by sharing costs, obtain services they could not otherwise afford. All the mass media depend upon the agencies for the bulk of the news, even including those few that have extensive news-gathering resources of their own.

The major Indian news agencies are -

Press Trust of India (PTI)

The Press Trust of India is India's premier news agency with headquarters in New Delhi and is a non-profit cooperative of more than 500 Indian newspapers. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, on a daily average they put out more than 2,000 stories. Its Hindi service is called Bhasha.

PTI correspondents are based in all important news centres around the world. It also has tie-up with several foreign news agencies. Currently, PTI holds 90% of new agency market share in India.

PTI was registered in 1947 and started functioning in 1949. PTI is run by a board of directors with the chairmanship going by rotation at the Annual General Meeting. The day-to-day administration and management of PTI is headed by the CEO, who is also the Editor-in-Chief.

United News of India (UNI)

United News of India started its commercial operations on March 21, 1961. It has news bureaus in all state capitals and all the major cities. The agency also has representatives in key world capitals.

UNI was the first to start a multi-language news service Univarta on May 1, 1982 that provides news services to Hindi newspapers.

UNI remains the first and only news agency in the world to supply news in Urdu since June 5, 1992.

The agency's subscribers include newspapers published in 14 languages, AIR, Doordarshan, the central and state governments, corporate and commercial houses besides electronic and web based media.

Indo-Asian News Service (IANS)

Indo-Asian News Service was established in 1986, initially to serve as an information bridge between India and its diaspora in North America. Today it is a full-fledged, 24X7 agency based in Delhi-NCR (Noida), putting out the real-time news from India, South Asia and news of this region around the world. IANS is divided into six strategic business units: IANS English, IANS Hindi, IANS Publishing, IANS Business Consultancy, IANS Solutions, and IANS Mobile. Its client list includes a range of print publications, television news channels, websites, ethnic publications abroad, government ministries, foreign missions, private sector players, and multilateral institutions.

Asian News International (ANI)

Asian News International is South Asia's leading multimedia news agency with over 100 bureaus in India, South Asia and across the globe.

ANI has established itself as a 'complete content house' providing text, video and picture content for TV, print, mobile and online media.

ANI also provides a range of facilities for foreign and domestic channels to package their reports in India and uplink via satellite. These include provision of professional crew, editing and post production facilities, access to archives, up-linking facilities, coordinators, producers and correspondents, as per requirement.

ANI services include loosely edited news feeds and customized programmes for television channels, audio bytes for radio stations, live web casting and streamed multimedia/text content for websites and mobile carriers, and news wire services for newspapers, magazines and websites. It has a huge presence in online news service.

Hindustan Samachar

The Hindustan Samachar was formed on December 1.1948, and provides news in 14 Indian languages. Its subscribers include AIR, Doordarshan, various state governments, Nepal Radio and a number of regional papers.

At present the service is being provided in Hindi, Marathi, Gujrati, Nepali, Oriya, Asamiya, Kannada, Tamil, Malayalam, Telugu, Sindhi, Sanskrit, Punjabi and Bangla. The service is fully based on the web internet technology. The subscriber can either download the text or convert it into e-mail format.

They have offices in all the states of the country. The news circulated in all the Indian languages by Hindustan Samachar could be checked on the website www.hindusthansamachar.com.

6.7 SUMMING UP

In this unit you studied about the people who gave a push to journalism in India. Now you know how the collective contribution of social thinker and reformists like Jawaharlal Nehru, Bal Gangadhar Tilak, Raja Ram Mohan Roy, Mahatma Gandhi etc. changed the scene of journalism in India leading

to the rise of regional newspapers. You also read about the major news agencies functioning in India, their evolution and current status in this unit.

6.8 QUESTIONS

1. Mention a few significant contributors to Indian journalism and their works.
2. What is Mahatma Gandhi's ideology of journalism? Mention his journalistic contribution.
3. Delineate Raja Ram Mohan's life and his journalistic contribution to Indian press.
4. Mention a few major news agencies of India. Explain.

6.9 RECOMMENDED READINGS

Bhatt, S.C. (2000). *Indian Press Since 1955*. Publication Div. Ministry of I & B, Govt of India.

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UNIT 7: THE PRESS IN INDIA AFTER INDEPENDENCE

UNIT STRUCTURE

7.1 Objectives

7.2 Introduction

7.3 Indian press post-independence

7.3.1 Social issues

7.3.2 Political issues

7.3.3 Economic issues

7.4 Modern Indian press

7.4.1 Problems

7.4.2 Prospects

7.5 Summing up

7.6 Recommended readings

7.7 Questions

7.1 INTRODUCTION

Earlier units were about the genesis and growth of the press in India both in English and the various regional languages. We also got an overview of the publishing business in terms of magazines and the various news agencies and organisations involved in the profession of journalism. But as journalism students we realise that press is still considered to be the most credible of all mass media and the newspaper industry shows no sign of slowing down. Rather it has evolved itself with changing technology to provide readers with more attractive and intense reading and on varied subjects. Growing number of publications in English and other language is a testimony that press is here to stay. Newspapers are adding supplements and colour pages to attract more

readers into their fold and magazines are becoming glossier by the day. To keep up with changing times and technology many newspapers have their online and electronic versions. Although new media technology is the rage of the day, the age old print is still going strong in India.

7.2 OBJECTIVES

After reading the unit presented here, you will be able to:

- Acquaint yourself with the modern day Indian press
- Familiarise yourself with the social, political and economic aspects of today's press in the country
- To understand the future prospects and development of the press in the country

7.3 INDIAN PRESS POST-INDEPENDENCE

Prior to independence and during the fight for independence the press had a clear goal and role of propagation the nationalist cause and at the same time dispelling many social malaises that was plaguing the Indian society and was proving to be stumbling block in its development. After the country attained its freedom from the colonial rule of the British there was a major paradigm shift in the role and responsibility of the press. It no longer had a clear enemy in sight to fight against. The country had just broken its shackles of oppression and the press had to play an important part in it, which was of a facilitator in the nation building process. The first prime minister of the country Jawaharlal Nehru clearly understood this aspect of the press and how mass media could be utilised for dissemination of developmental messages.

7.3.1 SOCIAL ISSUES

On August 15, 1947 as India awoke to freedom it also marked the end of the struggle of the Indian press for freedom of expression. Many of the newspaper editors who were also leaders in this freedom struggle rested easy as the blatant conflict between the state and the press ended. The press

adjusted itself to the changing dynamics of independent India and even maintaining restraint during the post partition orgy. New press codes and behaviour were required to cater to the changing social changes taking place in the country. Reportage on sensitive issues of caste, class and religion had to be taken care of. The press was even prepared to cooperate with the state in the immense task of maintaining peace and sacrifice some of the liberties in the matter of factual reports of events. In view of maintaining communal harmony reports were very carefully written and distributed. For the purpose of restoring peace and harmony in the country and moving towards a stable social existence in October, 1947 a seven point code for the press was formulated by the All India Newspaper Editors' Conference (AINEC). However, the regional press committees were free to make their own codes as per the needs of their particular region. A major challenge for the press was when Mahatma Gandhi fell into the bullets of Nathuram Godse in Birla House, Delhi on January 30, 1948, and the first political assassination in free India. The Indian press stood as one on this issue and condemned the act. Nonetheless, the event sent shockwaves across the world. The country was concentrating on developing its agriculture sector and pamphlets and newspapers relayed this message of developing the rural India. The emerging and ever increasing middle class was also a major readership of the published newspapers of the times and issues of social mobility in terms of opportunity, and politics gained prominence.

7.3.2 POLITICAL ISSUES

The UN conference on the freedom of information was held in Geneva in March-April, 1948. This conference was a succession to the resolution passed in February, 1946 by the UN General Assembly claiming that freedom of information was a fundamental human right.

43 resolutions were passed in the conference and three Conventions on

(a) freedom of information

(b) gathering and international transmission of news and

(c) the institution of an international right of correction of the false and distorted reports likely to injure the friendly relationship between the states.

Apart from the freedom of expression the conference also discussed the practical issues of running a press in terms of newsprint supply, technological improvement and cost effective production.

The UN conference had a far reaching effect on implementing a journalistic code of conduct and managing the press all over the world. India was no exception to it. In May 1948 a conference was held at Calcutta to discuss certain outstanding issues affecting both Pakistan and Indian Union after the partition of the country. Both governments agreed to work for establishment of harmonious atmosphere in the nations and to use the cooperation of the press in creating such an atmosphere of peace and harmony. The agreement covered mass media products, books journals, newspaper, film, radio that will stay away from propagandist messages. The government of India instituted a press commission to look into the workings of the press of the times. However, in 1963, further restrictions were imposed upon the press and it was vehemently opposed by the journalists and advocates of free press.

The AINEC, at its session in Bombay on June 24, 1951 adopted resolutions reproaching the amendment as an attack upon the freedom of expression and called upon newspapers of the country to suspend their publication on July 12. It called upon every candidate standing for the election to pledge to work and secure the repeal of the amendment of the constitution which the Supreme Court turned down.

Meanwhile, during the Chinese aggression in 1962 the government proclaimed emergency which was followed by the Defence ordinance. The ordinance was embodied in the Defence of India Act on December 12, 1962 which empowered the central government to make rules in respect of number of matters. In 1966, a Press Council was set up under the Press Council Act,

1965 at the recommendation of the press commission. The object of establishing the council was to preserve the freedom of the press and to maintain and improve the standards of newspapers in India. The Pres Council Act was followed by the enactment of the measures affecting the press.

The newspaper industry recorded a major growth during 1971. The number of newspaper in the country increased from 8026 in 1960 to 11036. The number of daily newspaper had gone up from 465 in 1960 to 695 with a circulation of 82.99 lakh and improvement of about 8.1 per cent over the previous year and India remained the second largest publisher of daily newspapers in the world. Complaints of press being suppressed by the political pressures was made to the Press Council. More and more journalists were voicing their opinions on the necessity of a free press and a prerequisite of a proper functioning democracy.

7.3.3 ECONOMIC ISSUES

The Press Commission had also emphasized the need for expansion of training and research centres in Journalism and recommended for professional courses of high standards for each university. Economically the country still had a long way to go to compete to the technological advances happening in other parts of the world. Political parties and the trade union leaders should not utilize them for political reasons. Development of proper training for journalists was also suggested by the Press Commission.

The country itself was developing and so revenue generation through advertisements was not so much during the initial years of the press after independence. Economic pressures and constraints are to be mitigated if the press is to function properly. Cost of newsprint and distribution cost had to be regulated for the press to flourish. The press commission talked about stable advertisement rates for each page of newspaper and proper remuneration in accordance to working journalist act.

If a newspaper is financially independent it can resist not only external pressure but also inducements which would undermine its independence from within. Journalists would be able to guard against the temptations to

enjoy favours, whether from government authorities, employers, advertisers or others.

ASSESS YOUR PROGRESS

1. Where was the UN Conference on the Freedom of Information was held in 1948?

2. Expand AINEC?

7.4 MODERN INDIAN PRESS

Modern Indian press is vibrant with ever growing space of self-expression amidst the socio-political and economic dynamics of the nation. India's gigantic news market has about 82,222 newspapers; Delhi alone has 16 English dailies in circulation. This mammoth number of print media gives us an indication that in spite of digital technology the written word has not lost its sheen to the audio and the video. It has evolved itself with the times. New times have brought on new challenges to this industry in terms of policies, attitude and structure.

7.4.1 PROBLEMS

One of the major problems of current press is the concept of paid news, wherein a journalist or a news outlet is paid to write a news story. Once the money is taken from a party the press no longer remains free to express unbiased views.

The press cannot serve as a mouthpiece for vested interests as seen today as the press allies with an ideology that sacrifices fairness in the process. Emphasis is on views rather than news.

In order to remain in the competition, sensation over sensibility is given preference and fact checking has taken a backseat which leads to poor quality of writing. Many journalists and media organisations are also not gender

sensitive in reporting. To cut cost press employs untrained professionals which even lead to poor quality writing. With news publications coming up, quantity has taken precedence over quality content.

7.4.2 PROSPECTS

Newspapers today are working in a highly competitive environment. Innovative changes in the technology of information, communication and printing are taking place. The cost of various inputs of publication of newspapers is going up. These factors severely affect the circulation, quality and financial viability of newspapers, to maintain their economic condition at present level with expectations of growth at a reasonable rate, the newspapers have perforce to adopt the most modern technology in communication and printing requiring huge investment. A favourable social and political atmosphere is also required for the press to function freely. Freedom to dissent with reasoning and logic is what steers a democracy.

Newspapers to keep up with modern times have their electronic version and dedicated websites. Nowadays we not only read news but also see and hear them, comment, engage with the journalist via social media with the smartphone we carry.

7.5 SUMMING UP

In this unit, we learnt about the need for background research as a means of digging up past stories and presenting it with relevant issues in recent times. It also acts as an important source before going on for field reporting so as to enable the journalist or the reporter what kind of things to look out for and from which angle to write the story. Doing a previous research before actually heading for news coverage is an essential part for any news item as it helps the reporter in avoiding wastage of time by asking people what had happened about an issue or an event in the past. This unit enables the reader to know the importance and source of background research in journalism in depth.

7.6 QUESTIONS

1. Mention the socio-political scenario of India and the functioning of the press immediately after independence.
2. How is modern day economy related to the press function and stability?
3. Mention a few problems and prospects of the present day Indian press.

7.7 RECOMMENDED READINGS

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UNIT 8: HISTORY OF RADIO BROADCASTING

UNIT STRUCTURE

- 8.1 Objectives
- 8.2 Introduction
- 8.3 Radio broadcasting in India
- 8.4 AM and FM broadcasting in India
- 8.5 AIR services
 - 8.5.1 Special audience programme
- 8.6 Summing up
- 8.7 Recommended readings
- 8.8 Questions

8.1 INTRODUCTION

Wireless telegraphy and later radio broadcasting was an outcome of many technological advancement and discoveries of electro-magnetic waves, radio waves, the wireless telegraph by scientists and technicians. Radio being a broadcast medium and a means of mass communication has played a significant role in the nation building process namely economic, political and cultural development of countries across the globe. Radio is a broadcast medium which is receivable through low cost, battery operated, and mobile receiving sets, can be afforded by almost anyone even in rural areas or areas without electricity. With changing times the medium has developed its own unique niche and identity in the minds of its listeners and has a loyal fan following in spite of the onslaught of television and new media.

8.2 OBJECTIVES

After a detailed study of this unit, you shall be able to,

- Get acquainted with the history of radio broadcasting in India
- Explain about the workings of radio broadcasting in India

- Discuss the primary organs of radio broadcasting in India

8.3 RADIO BROADCASTING IN INDIA

India is a land of diversity and a nation where discussion and debates is a national pastime. In this scenario radio as a medium of communication is easy and effective and continues to enjoy popularity even today. Unlike print where literacy is a pre-requisite to fully enjoy its benefits, radio is accessible to the larger section of the Indian populace like farmers and rural population where literacy is still an issue. Radio programmes also cater to those dialects which do not have a written script. Radio as a medium of communication in India is simple and easy to understand, colloquial in its approach and distribution of messages.

Radio broadcasting had an interesting start in India. It was started at the behest of a few young enthusiastic Indians in the early 1920s through their amateur radio clubs in Calcutta, Bombay, Madras and Lahore. Prior to the launch of their activities by the clubs many experimental broadcasts were being carried out in Bombay and a few other cities. Encouraged by the successful growth of radio in Europe and the United States of America, a group of young Indian entrepreneurs established the Indian Broadcasting Company Ltd. on 23rd July, 1927. Prior to this, *The Times of India* records that a broadcast was done from the rooftop of its office building on August 20, 1921. However, it was only on February 23, 1922 that the first license to transmit broadcast messages was given. The Radio Club of Calcutta was perhaps the first functioning amateur radio club in November 1923. This was followed by the Madras Presidency Radio Club which was formed on May 16, 1924 and began broadcasting in on July 31. After financial difficulties lead the club to close down in 1927 in the same year on July 23, 1927 a group of businessmen formed the IBC Ltd authorized to operate two stations at Bombay and Calcutta. Within three years of its launch the company was able to gather around 7000 listeners into its fold. However, the colonial Indian government saw it as a threat to their authority and as an instrument for

propagating nationalist agenda. It claimed that the company was only of vested interest groups determined to make money through the sale of radio receivers and thus their plan for commercial free radio in the country did not fructify. The company failed in 1930, and in 1932 the colonial Government of India took over broadcasting leading to the establishment of a separate department known as Indian Broadcasting Service. Even then the radio industry was suffering and losing money. It was then that the British Government in 1935 invited the BBC to help develop radio. BBC started an Empire programme on the short wave which led to many Europeans in India and English speaking Indians to rush to buy radio sets and tune in to the broadcast. In 1956 the department was renamed to All India Radio also known as 'Akashvani' (voice from the sky) and was placed under a separate Ministry of Information and Broadcasting.

8.4 AM AND FM BROADCASTING IN INDIA

AM broadcasting

Meanwhile in India, radio broadcasting started as amplitude modulation broadcasting. All India Radio or Akashvani started with just 6 broadcasting station in 1947, and today All India Radio has a network of around 421 broadcasting stations across the country. The 421 radio stations are grouped into zones comprising a total of 5 which includes North Zone, East Zone, West Zone, South Zone and Kashmir Zone. In addition, there are three supplementary studio centres at Vadodara, Darbhanga and Shantiniketan and two Vividh Bharati/commercial centres, one at Chandigarh and the other at Kanpur. These cover all the important cultural and linguistic regions of the country. The All India Radio has also set up many sub-centres in various districts of the country across all states.

By 1976 radio licences was estimated a whopping figure of nearly 1.74 crores, which fetched a revenue of Rs. 23.51 crores. Today the radio network has reached even the remotest corners of India. The broadcasts not only bring in political synergy but broadcasts many programmes relating to health,

family welfare, and agriculture et al. The growth of All India Radio over the years has been phenomenal and today, AIR's network provides radio coverage to 97.3 per cent of the population and reaches 90 per cent of the total area.

FM broadcasting

Radio broadcasting in India primarily remained under the monopoly of the public broadcaster All India Radio till 1995. It was in 1995 in accordance with a Supreme Court ruling that India's 'airwaves' were open to the public and made them a 'public property'. The court ruled that the medium should be utilised for greater common good and giving space to plurality and diverse voices, views and opinions. The monopoly of AIR was ended in 1999 when the industry was opened up to private commercial FM radio broadcasting.

FM radio broadcasts were introduced in Madras as early as 1977 and later in Jalandhar in 1992, but it was only in 1993 when time slots were leased out to private companies that FM became synonymous with pop culture and youth. On August 15, 1993, an FM channel was launched in Bombay with 9 hours of radio time leased out to private operators like Times FM, Radio Star and Radio Mid-day. During the same time music channels like MTV and Channel V appeared on Star TV. This boosted the whole music listening scenario of the country. FM broadcasts ensure noise and disturbance free reception by the listeners. AIR stations of Delhi, Bombay, Panaji, Bangalore, Madras and Calcutta leased out FM slots to private producers. The programmes were primarily targeted at urban youth. It was commercially more viable to the advertisers as private companies charged Rs.210 – 300 for a ten second commercial unlike AIR who charged a fee of Rs. 3000 per hour from advertisers.

After airwaves were made open to FM private broadcasting in 1999 it was followed by auctioning of 108 FM radio licences across 40 cities in the country (Phase I) in the year 2001. However, exorbitant licence fee made it possible for only 21 FM channels to be operational across the country. Subsequently new deliberations on FM were put in motion in 2005 and an

expansion policy of FM broadcasting through private companies (Phase II) was notified in 2005.

The new policy provides for grant of permission in a One Time Entry Fee format unlike the earlier fixed annual license regime. The other policies included allowing 20 per cent FDI, networking of channels in C and D category cities. A total of 337 channels were put on bid under the new scheme and 245 channels got permission for operation. With an intent to accelerate the growth of FM Industry, the government has decided to expand FM radio broadcasting to other cities through private agencies under FM Policy Phase III. The Telecom Regulatory Authority has submitted its recommendation on Phase III of the Policy, which includes allowing additional channels in the same city, allowing broadcasting of news and current affairs taking content from AIR/ Doordarshan, authorised news channels, allotment of FM channels for a district instead of single city, enhancing FDI limit, relaxation of fee structure for North-East and J&K, allowing networking of FM Radio programmes across entities and auto renewal of permission to district level permission holder. Today there are 245 private FM radio stations in India

ASSESS YOUR PROGRESS

1. When was India's first license to broadcast transmit messages given?

2. In which year were airwaves made open to the public in India?

8.5 AIR SERVICES

All India Radio primarily has national development and national integrity in its working approach. The broadcaster has three primary elements across its varied programmes – programmes of national interest and importance, zonal

services from each of the four metropolitan centres of Delhi, Mumbai, Kolkata and Chennai, and regional services from individual stations catering to specific regional need and demands.

For penetrating all sections of the country AIR, within its Home Service, broadcasts programmes in 20 principal languages. In addition, the External Services of AIR beam their programmes to listeners all over the world in 24 languages.

AIR Services can be broadly classified into the following heads:–

The national service: The origin of the centrally planned national service goes back to World War II when news bulletins were broadcast from Delhi. The News Division plans and prepares the news, news reels, spotlight, comments, discussions and debates on issues of national significance. But the national programmes on music, plays, and features are planned by the Director General and produced at regional centres. The national channel of AIR located in Delhi broadcasts programmes which are heard on Medium Wave and also on Short Wave. Started on May 18, 1988, this channel works as a night service from 6.50 PM to 6.10 AM the next morning. The language for broadcast are Hindi, Urdu and English and the programme composition is such that it reflects the general national ethos..

The regional services: The regional service caters to the major cultural and linguistic groups across the country. The programmes are in regional languages and dialects. 116 Regional channels are spread over 29 states and 6 Union Territories including the North-Eastern service at Shillong in Meghalaya catering to NE region of the country. The regional channels, broadcast largely on the medium wave frequency, follow a combination programme pattern comprising of music - classical, light, folk and film, news and current affairs, radio plays, features, farm and home programmes, programmes on health and family welfare and programmes for woman and children apart from others.

The local service: the concept of local radio is relatively new on Indian broadcasting scene. Local radiostations are targeted to serve small communities, which are mostly homogenous in nature, showcase local culture and broadcast area specific programmes for the benefit of the community. FM mode is best suited for transmission. The programming schedule and format is flexible and they act as the voice of the local community. At present there are 86 local stations spread across the country.

External services: It was on October 1, 1939 that AIR made its first broadcast to listeners outside India. Today the external services of AIR broadcast in about 25 languages for about 50 hours daily, 24/7, reaching listeners around the globe.

Vividh Bharati: With the rise in demand for light entertainment programmes AIR started Vividh Bharati in October, 1957 comprising of music and light feature programmes. Commercial advertising was introduced on AIR in November, 1967, from the Bombay-Nagpur channel of Vividh Bharati on an experimental basis. It was gradually extended to other stations. Vividh Bharati is an alternative commercial service of AIR which now forms a part of the Central Sales Unit of the Commercial Broadcasting Service.

8.5.1 SPECIAL AUDIENCE PROGRAMME

Radio programmes can be broadly classified into two broad categories – (a) spoken word programmes including news, talks, discussions, interviews, educational programme for schools and colleges, specific audience programmes directed at women, children rural and urban populace, radio drama, radio features, documentary, and (b) music programmes which include, music jockey shows, countdown shows, musical performances and variety shows also known as magazine programmes. This category of programmes is primarily broadcasted under AIR's Vivid Bharathi service.

In terms of special audience programmes the following few can be mentioned that account for a huge chunk of radio broadcasting in the country.

Farm and Home: Farm and Home section of the Directorate General of All India Radio monitors and supervises the programming activities for rural listeners specially designed to cater to the day to day seasonal needs of the farming community in Hindi and different regional languages/dialects from more than 188 radio stations across the country. It looks into the agricultural needs of its listeners targeted mainly at farmers and the farming community. The programmes are centrally monitored under the Kisanvani head. The programmes are broadcast daily in the morning, noon and evening with average duration of 60 to 100 minutes per day for rural women, children and youth.

AIR also celebrates February 15, as Radio Kisan Diwas by broadcasting special programmes all across its stations relating to agriculture in the farmers' regional dialect.

Environment: In view of the importance of environment AIR also broadcast programmes on wildlife preservation, soil conservation, water conservation, deforestation issue among others. It provides wide publicity to the legal factors concerning environment and forestry. These programmes are monitored regularly by the Directorate, through monthly statements sent by AIR stations.

Health and family welfare: Health and family welfare programmes are regular broadcasts of All India Radio. All regional and local radio stations produce and broadcast these programmes in their respective regional languages. It covers a wide range of subjects including the raise in marriage age, delay the first child, space between two children, terminal methods, maternal care, reproductive health, child sexual abuse, STD's and STI's, nutrition among other hot of topics. Immunisation campaigns, awareness about diseases are also covered by these programmes. Issues of differently abled people are also broadcast through these programmes. All national and

international days on Health and Family Welfare issues are observed by all AIR stations by mounting special informative programmes.

Children programmes: On a weekly basis both local and regional stations of AIR broadcast programmes for children. These programmes are targeted for age group 5-7 years and 8-14 years. Special programmes for rural children are also broadcast from AIR stations. Plays, short stories, features, choral singing, interviews and stories from epics are part of these broadcasts. Children's Day is celebrated on November 14 as Baal Diwas with special children activities, stage shows and invited audience programmes. AIR also has school broadcasts looking into the educational needs of the children through the radio. Issues of child rights, health, nutrition, and study and career prospects are covered by AIR.

Women programmes: Across all its stations AIR broadcast special programmes catering to the needs of women and giving voice to their concerns. Women programmes of All India Radio cover subjects related to socio- economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education including adult education, women empowerment and gender issues. Special programmes on female foeticide and girl child education, trafficking of women, women sexual health, legal issues concerning women are broadcasted from time to time. International Women's Day is observed with special programmes by all AIR stations.

8.6 SUMMING UP

Radio broadcasting service in India is more in the line of a national service developed and largely operated by the government of India. At its helm is All India Radio or Akashvani which operates a service, over a network of broadcasting stations located all over the country.

As a national service and working for serving the multifarious information needs of the complex Indian society, radio broadcasting in the country tries

to imbibe the cosmopolitan and diverse national and regional need of its people via the programmes. The coming of FM and bringing in more players in the market has revived the broadcasting scene of the country connecting the media not only to its old patrons but bringing in new generation of listeners by its programme format.

8.7 QUESTIONS

1. How did radio broadcasting start in India?
2. Give a brief overview of AM and FM broadcasting in India.
3. Mention the various services of AIR.
4. What are the special audience programmes of AIR?

8.10 RECOMMENDED READINGS

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