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EVOLUTION OF INDIAN MEDIA

MMC 102

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MMC 102 EVOLUTIONS OF INDIAN MEDIA

UNIT-1: PRINT

(For this read UNIT 3 of MMC 101 Introduction to Communication and Media)

UNIT-2: INDIAN LANGUAGE PRESS

UNIT STRUCTURE

- 2.1 OBJECTIVES
- 2.2 INTRODUCTION
- 2.3 BIRTH OF THE INDIAN LANGUAGE PRESS
- 2.4 CONTRIBUTION OF RAJA RAM MOHAN ROY
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- 2.8 PROBABLE QUESTIONS

2.1 OBJECTIVES

After reading this unit, you will be able to –

- explain the birth of the Indian language press
- discuss the contribution of Raja Ram Mohan Roy
- trace the historical development of Indian news agencies

2.2 INTRODUCTION

‘At first glance, the most striking feature of the Indian Press in its early days would seem to be its enormous variety. Most numerous of all were the vernacular newspapers, unilingual, bilingual and some even trilingual, owned mostly by Indians’ - Uma Dasgupta rightly says in an article ‘Indian Press: the Small world of Journalism’ about the beginning trend of the Indian language press.

In this unit we will discuss the birth and growth of Indian language press followed by the contribution of Raja Ram Mohan Roy, the great social reformer of India. We will also discuss the historical development and the present status of news agencies in India in the later part of this unit.

2.3 BIRTH OF THE INDIAN LANGUAGE PRESS

The closing decades of the 20th century showed huge growth of the language press in India. Since India is a land of diversities, use of variety of languages is an advantage which unifies the larger population together. In India, language papers are published in more than 100 languages. But the major papers are published in 16 principal languages. Language papers vary from the English papers in their style, presentation and approach.

The Indian language press has played a historic role not only in the growth and development of journalism but also in the struggle for freedom movement with the support of Mahatma Gandhi. It was also concerned with religious issues along with social reforms during the nineteenth century. Many social reformers and freedom fighters took help of the press to express their views. Lokmanya Tilak used the Marathi weekly '*Kesari*' and English weekly '*Maratha*' for writing on social, political and economic issues of the country. In the North East, supplements were in Assamese, Bengali and Oriya languages which added colours and zeal for the regional people. Special issues are published in large numbers on festive occasions like Puja and Bihu. Most of the people of our country live in rural areas and are not aware of the English language. Besides, the English newspapers are more flamboyant and complex, covering more of national and international news. Thus, the rural masses lack interests in reading such newspapers.

The coverage of local news rather than national and international led to the boom of the language press. The experimentation of publishing local news was done by few newspapers in the southern states. It led to the sudden boost of the circulation of the language papers. The rural people found that there was a medium to express their grievances and aspirations. Starting of multiple editions was another factor that resulted in the growth of the language press. Earlier newspapers were concentrated only in the state capitals but as the number of potential readers increased, newspaper editors started to introduce multiple editions even from district centres. The growth of advertisements also helped in the growth of language papers. The rural mass being the biggest market of any product were attracted by the advertisers by giving advertisements in the local papers. This in turn resulted in an increase of revenue for the language press.

The first non-English newspaper '*Samachar Darpan*' was in Bengali and was published by Serampore Mission Press in 1818. In the same year, Ganga Kishore Bhattacharya started publishing another newspaper in Bengali named *Bengal Gazette*. In 1821 another remarkable Bengali journal *Sambad Kaumudi* was published under the patronage of Rammohan Roy. On July 1, the first Gujarati newspaper made its appearance, *Bombay Samachar*, published from Bombay which is still extant. A Gujarati weekly *Jam-e-jamshed* started in 1831. Surat has two leading dailies, *Samachar* (1922) and *Gujarati* (1921). *Malayala Manorama*, a language daily in Malayalam, which was started in 1890, became the largest circulated daily in India by the 1980s. *Malayala Manorama* continued to remain in that position for more than a decade. *Eenadu* in Andhra Pradesh and *Malayala Manorama* in Kerala established a new genre of journalism. *Kayana Kaumudi* started in 1905 as a newspaper, is now a literary magazine. *Mathrubhumi* (1923) (tri-weekly) has been one of the most important newspapers during the freedom struggle. *Ananda Bazar Patrika* continued as the largest circulated newspaper in Bengal, published from one centre, Kolkata.

In Assam, newspaper journalism started in the 19th century with the publication of "*Orunodoi Sanbad Patra*", a joint endeavor of three Christian Missionaries - Nathan Brown, Oliver T Cutter and Miles Bronson. From the time when "*Orunodoi*" was published in 1846 till date, many dailies, weeklies and periodicals have been published in Assam. Though some of these have been short lived, their

contribution to the development of the Assamese language, Assamese journalism, Assamese literature and the Assamese society at large cannot be overlooked. Assamese daily, *Dainik Asamiya* ceased publication in 1951 and *Natun Asamiya* was launched. 'Asamiya' is the oldest weekly of the state followed by *Deka Asom*, *Asom Sevak*, *Sramik* and *Janambhumi*.

Journalism in Kannada started around 1870 but did not prosper. Between 1880 and 1908, a number of newspapers in Kannada appeared, *Desabhimani* being the most prominent of them all. In 1947, two dailies *Vishal Karnataka* and *Navyug* were started at Hubli and are still published.

Bal Shastri started the first Anglo-Marathi paper, the *Bombay Darpan* in 1832 as a fortnightly and then converted it into a weekly. He also brought out *Dig Durshan*, a monthly magazine. In February 1849, *Dhyan Prakash* was started as a weekly and was converted to a daily in 1904, which rose to great heights. In 1923, *Navkal* was started which is the oldest Marathi daily today. *Loksatta* is the first Marathi daily published from Bombay after independence. In Oriya, *Asha* and *Samaj* are the oldest Oriya newspapers. Today *Samaj* and *Praja Tantra* are major Oriya dailies. *Tamil Patrika* was the first Tamil monthly. Tamil daily, *Dina Thanthi* started in 1940 and overtook *Swadesmitran* and *Dinamani* to become immensely popular. The first newspaper in Telegu was *Satyadoota* started in 1835. In 1914, *Andhra Patrika* shifted from Bombay to Madras, came to be issued as a daily and was acclaimed as Andhra's first successful daily paper.

The Urdu press today is the 4th largest group numerically, coming next to English and Hindi in All-India character. *Fawaid-ul-Nazarin* and *Kiran-us-Sadai* (1852) are the oldest Urdu newspapers. Maulana Azad's *Al-Hilal* came out from Calcutta in 1912, and achieved unprecedented popularity. *Milap* was started in 1923 by Arya Samaj. The leading Urdu daily of India, '*Inquilab*' was launched in 1926. The first Hindi newspaper, The *Samachar Sudha Varshan* began in 1854. In 1920 *Aaj* started, which played notable contribution in the freedom struggle. The *Nav Bharat Times* of the Times of India group started in 1950 and is the largest circulated Hindi daily. *Amrita Patrika* is another popular daily. The prominent Indian languages in which newspapers have grown over the years are Hindi, Marathi, Malayalam, Kannada, Tamil, Telegu, Urdu and Bengali. But when the Hindi newspapers started expanding in a big way, they surpassed all other language papers in circulation. Today *Dainik Jagaran* and *Dainik Bhaskar* are the two largest circulated dailies with a readership of more than 20 million. Most language newspapers have shown remarkable recoveries in circulation in the late 1990s.

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

There is more diversity in the contents of the Indian language newspapers and they show great responsibility in the collection and presentation of all reading materials. Language press is a promising medium for disseminating information and knowledge about nutrition, health and hygiene, improved farm practices, family planning measures and development plans to the needy sections of the society. It constitutes one of the most important media for reaching out to the hundreds of millions of people in all parts of the country. As an important link between planners, bureaucracy and the people at the grassroots level, language press is a viable mean for the promotion of literacy, social awareness and development. Hence, it is required to promote and sustain the language press through various measures.

ASSESS YOUR PROGRESS- A

1. Name two weekly newspapers of Lokmanya Tilak.
2. Who published the non-English newspaper *Samachar Darpan* and when?
3. Write briefly about the beginning of journalism in Assam.
4. Name two largest circulated Hindi dailies.

ACTIVITY- A

Make a list of all the language newspapers published in India before independence in different Indian languages and try to find out their major characteristics.

2.4 CONTRIBUTION OF RAJA RAM MOHAN ROY

Raja Ram Mohan Roy, whom Nehru considered as the founder of the Indian press, was a linguist, scholar-statesman, social reformer and liberal thinker. In his motto of politico-religious and social reforms, he recognized print media as the viable tool for disseminating his liberal ideas. He published the first Indian language newspaper in Bengali and Persian, the latter being the commercial language at the time. In the history of Indian journalism, he is one of the tallest personalities as a great political reformer of traditional practices which were holding the country back. Born at Radhanagiri, in the district of Hooghly, on May 12, 1772, he was a victim of caste and customs. As a social reformer, he launched a campaign against *sati* and other social evils like the caste system, idol worship, animal sacrifice etc. of the Hindu society. He published magazines in English, Hindi, Persian, and Bengali. He published *Brahmanical Magazine* in English in 1821. One notable magazine of his was the *Sambad Kaumudi*, published in 1821. In 1822, Ram Mohan Roy published *Mirat-ul-Akbar* in Persian language. *Brahmanical Magazine* ceased to exist after the publication of few issues. *Sambad Kaumudi*, a news weekly dealing with political, literary, religious and social subjects, focused on civil liberty and rule of law. It stood against the racial discrimination and arrogance of the Englishmen. The paper was of the view that education was for social betterment and awakening and favoured the spread of western medical science, technical and women education. *Sambad Kaumudi* became biweekly in January 1830 and continued for 33 years.

Ram Mohan Roy started publishing a weekly named *Mirat-ul-Akhbar* in Persian with the objective of laying before the public such articles of intelligence which may increase their experience and tend towards their social improvement. In order to protest against the introduction of Press Ordinance of 1823 and injustice done to Buckingham, he introduced a newspaper named *Calcutta Journal*. He also protested against the introduction of Press Ordinance by Governor General John Adam. The Ordinance stated that a license from the Governor General-in-Council is required to publish a newspaper. Roy submitted petition against the Ordinance which was signed by a number of politically conscious leaders including Dwarkanath Tagore. This remarkable document, drafted by Ram Mohan has been called the 'Areopagitica of Indian History'.

Ram Mohan was a multi-faceted personality. He was an intellectual who tried to lead India to modernity. He taught the Hindus to give up meaningless beliefs and customs. He is remembered in the Indian history as the originator of all the important secular movements. Although Raja Ram Mohan Roy introduced the western concepts, he was appreciated not only in India but all over the world for his sincere efforts to build a nation with respectable values and a living-place for everybody. Roy's monotheistic ideas were formed as early as 1804, when he published his Persian tract *Tuhfat' ul muhwahhiddin* (A Gift to Monotheists). Roy's study of the *Upanishads* had convinced him that Hinduism taught the existence of a single God, or Absolute Reality and that the development of the many deities, and of venerating their images, was a corruption of the originally monotheistic Hinduism. In 1816 he founded a Friendly Society to promote the discussion of his religious ideas. At about this time he was prosecuted by members of his family who wanted to have his property confiscated on the grounds that he was a Hindu apostate. Christians accused him of heresy; while some Hindus saw him as a modernizing atheist who was bent on destroying ancient customs and practices. Roy consciously responded to Christian criticism of Hinduism but he was convinced that what they criticized were in fact corruptions of what he saw as an originally pure monotheism. Pure Hinduism, too, for him was an ethical, not an immoral religion. Critical of the *Vedas*, he preferred the *Upanishads*. He published several works of translation from the *Vedas* and *Upanishads*, including translations of several Principal Books, Passages, and Texts of the *Vedas* (1832). In 1920, Roy published his book on Jesus, '*The Precepts of Jesus*'. He depicted Jesus as a great teacher of ethics, whose will was in harmony with the will of God. However, he denied Jesus' divinity, just as he denied the existence of *avatars* or human manifestation of the divine in Hinduism. He also extracted miracles from the gospels, since these contravened reason. One of the senior Baptists, Joshua Marshman repudiated Roy's book in his '*A Defence of the Deity and Atonement of Jesus Christ*', in reply to Ram Mohan Roy, to which Roy responded with his '*Appeal to the Christian Public in Defense of the Precepts of Jesus By A Friend of Truth*'. Controversy with Marshman further generated two such Appeals.

With the support of Dwarkanath Tagore, he established the 'Brahmo Samaj' in 1828. This Society advocated monotheism, or the worship of one God, repudiated and denounced rituals, which its members deemed meaningless and based on superstitions, crusaded against social evils like *sati* and polygamy and in favor of property inheritance rights for women. It also repudiated the traditional role of

the priestly class. Initially, the Samaj was more of an organization to promote social reform than a religious one. Later, especially under the leadership of Debendranath Tagore, it became a spiritual home where Indians could practice an ethical monotheism stripped of superstitions but within an Indian cultural context. Mainly due to Roy's efforts, Governor General William Bentinck made *sati* illegal through an act in 1829. Roy was committed to education, without which he believed social reform would be impossible. He campaigned for education in Western science and technology combined with India's heritage. In 1822, he established an English medium Anglo-Hindu School and in 1827, with the support of the Scottish missionary-educator Alexander Duff, he founded the Anglo-Hindu College. In the social, legal and religious reforms that he advocated, Roy was moved primarily by the considerations of humanity. He took pains to show that his aim was not to destroy the best traditions of the country, but merely to brush away some of the impurities that had gathered on them in the days of decadence. He respected the *Upanishads* and studied the *Sutras*. Roy campaigned for the rights of women, including the right of widows to remarry and the right of women to hold property. As mentioned above, he actively opposed polygamy, a system in which he had grown up. He believed that English-language education was superior to the traditional Indian education system, and he opposed the use of government funds to support schools teaching Sanskrit. He championed women's education.

2.5 INDIAN NEWS AGENCIES

A news agency is an organization that provides news coverage to subscribers, as to newspapers or periodicals. According to UNESCO, it is “an undertaking of which the principal objective, whether in its legal form, is to gather news and news material of which the sole purpose is to express or present facts, and to distribute this to a group of news enterprises, and in exceptional circumstances to private individuals with a view to providing them with as complete and impartial news service as possible against payment, and under conditions compatible with business laws and usage.” A news agency generally deals with news coverage. They are the major source of supply and circulation of information within and among countries. News agencies in India are organisations of journalists established in different zones of the nation to provide news reports to organisations in the news trade. Houses providing newspapers, magazines, and radio and television broadcasters use the news agencies as the larger sources for news. News agencies in India may also be referred to as a wire service, newswire or news service.

There are many news agencies in India that collect news and give them accordingly to the different media houses to finally reach out to the masses. Lately, many news agencies provide specialized services. They collect and disseminate news in the restricted areas of business, stock exchange, tourist information, weather reports, and scientific news and so on. The rapid development of visual news gave birth to special type of news agencies that supply photos, television programmes and documentary films. However, a majority of Indian news agencies deal with print news that is circulated among various broadcasting houses.

In the article ‘Imperial Communications, Fleet Street and the Indian Empire’, Chandrika Kaul says that the Associated Press of India (API) was formed in Madras in 1908 as a domestic news agency

for Indian press. A leading spirit behind the API was the Indian journalist K C Roy, who was an employee of Reuters for assisting Mr. Buck to organize internal Indian service. In 1910 API merged with Reuters. From 1907 a rival Indian News Agency was run by Everard Coates, formerly the Indian correspondent of the 'Daily Mail', but it was taken over in 1910 by Reuters with the formation of the Eastern News Agency (ENA).

The Press Trust of India is India's largest news agency that provides subscription services and offers national, international, business and sports news in India and abroad. It is a non-profit sharing cooperative owned by the country's newspapers. In 1948 several important editors of the Indian dailies established the PTI which took the entire business of the Reuters in India. It emerged as a cooperative news agency with its zone from Cairo to Singapore for covering news for the Reuters World Pool. Registered on August 27, 1947, it began functioning from February 1, 1949 taking over the Associated Press of India and the Indian operation of Reuters. Major services of the agency are headed by Editors. The news services are provided at speeds upto 1,200 bits per second (about 1400 words) by satellite, data channels and ticker lines. For operational purposes, the country is divided into four regions with offices in Delhi, Mumbai, Calcutta and Chennai functioning as regional headquarters. In Delhi, there are separate bureaus for political, economic and sports coverage. Major services offered by PTI are English News service which includes national or regional news, economics or commercial news, international and sports news. Other services include Bhasha, the Hindi language news service; photo service for agency photos; economic service based on Indian economy; science service for reporting on developments in science and technology; PTI feature consisting of four weekly features; PTI Mag which includes ten special stories on topics from Arts to Business to Science in mailer weekly packages. Graphics is a weekly mailer package of 14, which consists all major developments in economics, sports or elections; News-Scan displays news in capsule on video monitors; Stockscan, Asia Pulse, PTI-TV etc.

United News of India or UNI founded by newspapers themselves to promote competition between the country's two agencies, started operations in March 1961. Since 1968, its communication network has expanded and now it has one of the largest news agency teleprinter networks in the developing world. The agency has subscribers of about 1100 by teleprinter. These include a dozen in six Gulf countries, linked to UNI through an exclusive satellite channel. The agency's pioneering Gulf news operations launched in 1980, now cover the UAE, Bahrain, Qatar, Kuwait, Oman and Saudi Arabia. Its news service now also goes to Singapore and Mauritius. In May 1982, UNI went bilingual as it launched its Hindi Service named Univarta. Today, Univarta dominates news columns of Hindi newspapers in all the Hindi speaking states including places as far as Hyderabad, Ahmedabad and Kolkata. UNI's foreign news comes mainly from the Associated Press of America (AP) and DPA. UNI also has correspondents in various foreign countries.

Asia News Agency (P) Ltd is a diplomatic news consulting service in India, covering news on Indian polity, Indian economy, Indian security, foreign policy, editorial news, Bollywood, government issues, sports, weather and other national and international issues. Press Information Bureau is the pivotal agency of the Government to disseminate information to the print and electronic media on the various

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

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

ASSESS YOUR PROGRESS- B

1. Mention some important works of Raja Ram Mohan.
2. Name two major news agencies of India.

2.6 SUMMING UP

The Indian language press has played a historic role not only in the growth and development of journalism but also in the struggle for freedom movement with the support of Mahatma Gandhi. It was also concerned with religious issues along with social reforms during the nineteenth century. Many social reformers and freedom fighters took help of the press to express their views.

Ram Mohan was a multi-faceted personality. He was an intellectual who tried to lead India to modernity. He taught the Hindus to give up meaningless beliefs and customs. He is remembered in the Indian history as the originator of all the important secular movements. Although Raja Ram Mohan Roy introduced the western concepts, he was appreciated not only in India but all over the world for his sincere efforts to build a nation with respectable values and a living-place for everybody.

A news agency is an organization that provides news coverage to subscribers, as to newspapers or periodicals. The Press Trust of India is India's largest news agency that provides subscription services and offers national, international, business and sports news in India and abroad. It is a non-profit sharing cooperative owned by the country's newspapers. United News of India or UNI founded by newspapers themselves to promote competition between the country's two agencies, started operations in March 1961.

2.7 SUGGESTED READINGS

- *History of Indian Journalism* by J Natarajan
- *The Press in India* by M. Chalapathi Rau
- *Role of Press and Indian Freedom Struggle* by A S Iyenger
- *Science Communication in Assam* by A. Dutta and A. Ray

2.8 PROBABLE QUESTIONS

1. 'Nehru considered Raja Ram Mohan Roy as the founder of the Indian press' - elucidate.
2. Write an essay on the growth and development of Indian language press.
3. Discuss the contribution of *Orunodoi* to the language and culture of Assam.
4. Discuss the beginning of news agency in India and write about the contribution of journalist K C Roy.

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UNIT- 3: INDIAN PRESS AND FREEDOM MOVEMENT

UNIT STRUCTURE

- 3.1 OBJECTIVES
- 3.2 INTRODUCTION
- 3.3 MAHATMA GANDHI AND HIS JOURNALISM
- 3.4 SOCIAL, POLITICAL AND ECONOMIC ISSUES BEFORE INDEPENDENCE AND THE INDIAN PRESS
- 3.5 HISTORICAL DEVELOPMENT OF IMPORTANT NEWSPAPERS AND MAGAZINES IN ENGLISH
- 3.6 IMPORTANT PERSONALITIES OF INDIAN JOURNALISM
- 3.7 THE PRESS IN INDIA AFTER INDEPENDENCE
 - 3.7.1 SOCIAL, POLITICAL AND ECONOMIC ISSUES
 - 3.7.2 ROLE OF THE INDIAN PRESS: PROBLEMS AND PROSPECTS
- 3.8 SUMMING UP
- 3.9 SUGGESTED READINGS
- 3.10 PROBABLE QUESTIONS

3.1 OBJECTIVES

After reading this unit, you will be able to –

- explain the journalistic contribution of the father of the nation Mahatma Gandhi
- discuss the Indian press before and after independence and some important issues
- enumerate historical development of important newspapers and magazines in English
- name some of the important personalities of Indian journalism

3.2 INTRODUCTION

‘Journalism should never be prostituted for selfish ends or for the sake of merely earning livelihood or, worse still, for amassing money’- Mahatma Gandhi. He himself is the most vibrant mass medium of India. In this unit we will discuss the contribution of Mahatma Gandhi to the world of journalism followed by some other distinguished journalists of the country.

In this unit you will also be acquainted with the social, political and economic issues before and after independence and their connection to the role played by Indian media. We will also discuss the historical development of important newspapers and magazines in English.

3.3 MAHATMA GANDHI AND HIS JOURNALISM

Being an effective communicator, bold, courageous and fluent with his thoughts through words, Gandhiji had been able to reach out to millions of people and convince them of his noble cause i.e. Indian Freedom. Freedom for not a country or a nation, it is for the existence of mankind. According to an eminent journalist Chalapathi Rao, Gandhiji was the greatest journalist of all time, and the weeklies he ran and edited were probably the greatest publications the world has known. He brought out the papers without advertisement though he did not want his newspapers to run at a loss. He opines, ‘Advertisements

are inserted by people who are impatient to get rich. This is one of the sorriest features of modern civilization, and for our part we wish to be rid of it’.

Himself being a journalist of many years’ standing, Gandhiji expressed his views on the traditions of good journalism: "The newspaperman has become a walking plague. Newspapers are fast becoming the people's Bible, Koran and Gita rolled in one. A newspaper predicts that riots are coming and all the sticks and knives in Delhi have been sold out. A journalist's duty is to teach people to be brave, not to instill fear into them." Gandhiji stepped in the journalism field at his teen age. When he was at the age of only 21, for the first time he wrote nine articles for ‘The Vegetarian’, an English weekly on vegetarianism, Indian food habits, customs and religious festivals. His earliest writings show his capacity for expressing any idea in simple but bold and direct language. He again opined ‘one of the objects of a newspaper is to understand popular feeling and to give expression to it, another is to arouse among the people certain desirable sentiments, and the third is fearlessly to expose popular defects.’

After the completion of his education, he shifted to South Africa. On the third day of his arrival in South Africa, he was insulted in a court of law. He published an account of this incident in a local paper and gained publicity overnight. After 10 years of persistent campaign, Gandhiji realized the twin tasks- mobilizing public opinion and influencing official decisions, which showed him the need for a regular newspaper. ‘I believe that a struggle which chiefly relies upon internal strength cannot be wholly carried on without a newspaper’. It gave impetus to the birth of ‘Indian Opinion’ in June 1903. At the age of 35, he took charge of this paper. For some months Gandhiji had to pay Rs. 1,200 per month to continue the paper. Altogether he incurred a personal loss of Rs. 26,000. He was clear about the nature and content of the newspaper. The purpose was very clear, where there was no scope for any advertisements or any profit. In spite of loss, he decided to boycott all advertisements in order to devote more space for his ideas. He knew that he would not be able to serve truth and remain independent if he would accept advertisements. He never cared to increase the sale of his journals nor did he bother to compete-with other newspapers. In his conception of Journalism, there was no room for sensational scoops.

A Gujarati edition of ‘Indian Opinion’ was simultaneously printed at Phoenix. A series of articles on dietetic, the biographies of great men and women and many more subjects appeared in the Gujarati ‘Indian Opinion’. Every issue of these weeklies contained articles by Gandhiji. The basic objectives of the writings were to educate the public, to remove causes of misunderstanding between the whites and the Indians and to point out the drawbacks of his countrymen. From his writings overseas readers could form a true picture of the happenings in South Africa. Among them, Gokhale in India, Dadabhai Naoroji in England and Tolstoy in Russia were a few distinguished readers. For ten years Gandhiji worked hard for this weekly. He used to get two hundred journals per week in exchange of *Indian Opinion*, read each one of them carefully and reproduce such news as might benefit the readers of *Indian Opinion*.

Gandhiji called himself, 'a seeker of truth and a seeker of *moksha*'. 'I have taken up journalism, not for its own sake but mainly as an aid to what I have conceived to be my mission in life. My mission is to teach by example and precept under severe restraint the use of the matchless weapon of *Satyagraha*'-he put forward his opinion in the *Indian Opinion*. The responsibility of leading a nation towards freedom and the contingency of having to face trials followed by jail could not bring to a halt the flow of Gandhiji's pen. *Indian Opinion* played an important role in arousing among the Indians in South Africa a new consciousness of self respect and national honour.

Young India and *Navajivan* were other great contributions towards the society from his end. There was not a day when he was not writing on some issue or the other in *Young India* (from 1919 to 1932). He brought out *Navajivan*, the Hindi and Gujarati version of *Young India*, and used to write many articles regularly. He was proud to say that many readers of *Navajivan* were farmers and workers who really constitute India.

Rengarajan has mentioned in an article in 'The Hindu' (12 June, 2001), "Two months after the assassination of Mahatma Gandhi, his English weekly *Harijan* wrote in its editorial: 'All work, in whatsoever sphere, was a means primarily of service in Gandhiji's eyes. Newspapers and journals can build up a fitting memorial to him in this matter by conforming or trying to conform to the unimpeachable standards of journalism practiced by our revered and beloved leader.' *Harijan* in English (from 1933 to 1948), *Harijan Bandu* in Gujarati and *Harijan Sevak* in Hindi- these newspapers found the Mahatma concentrating on social and economic problems. *Harijan* was mainly devoted to serve the untouchables. For years it did not contain any article on politics. It was first brought out in Hindi. Gandhiji was permitted to write thrice a week from jail. Regarding the proposal for an English edition, he wrote to a friend: 'I would warn you against issuing the English edition unless it is properly got up, contains readable material and translations are accurate. It would be much better to be satisfied with the Hindi edition only than to have indifferently edited English weekly. I shall not handle the paper except to make it self-supporting.' It was published in English, Hindi, Urdu, Tamil, Telugu, Oriya, Marathi, Gujarati, Kannada and Bengali. Gandhi wrote articles in Hindi, Urdu, Gujarati and English. He often wrote on a running train. Some of his famous statements or editorials bore the mark "on the train". When his right hand got tired, he wrote with the left. His left-hand writing was more legible. Even while convalescing he wrote three to four articles every week.

He was himself convinced that his success in South Africa as well as *Satyagraha* itself was possible due to the existence of this newspaper. Gandhi journals never had any sensational topics. He untiringly wrote on constructive work, *Satyagraha*, non-violence, diet, nature-cure, Hindu-Muslim unity, untouchability, spinning, Khadi, Swadeshi, village industries and prohibition. He stressed the need for re-orientation of education and food habits and was a severe critic of national defects. He always advocated for a free media in India. He said 'freedom of the press is a precious privilege that no country can forgo'. He believed in the freedom of speech and expression. Gandhi was first jailed in India for his bold articles printed in *Young India*. He never submitted to any gagging order issued by the Government. When he was

not allowed to express his deepest thoughts, he stopped writing. He was confident that he could any-day persuade his readers to copy his editorials for him and circulate the news. He knew his paper could be suppressed but not its message, so long as he lived. By not caring for the aid of printing-room and compositor's stick, the hand-written paper, he assured, could be a heroic remedy for heroic times. He thinks, 'There are occasions when a journalist serves his profession best by his silence.'

It can be concluded with his view on journalism, "in the very first month of *Indian Opinion*, I realized that the sole aim of journalism should be service. The newspaper press is a great power, but just as an unchained torrent of water submerges the whole countryside and devastates crops, even so an uncontrolled pen serves but to destroy. If the control is from without, it proves more poisonous than want of control. It can be profitable only when exercised from within. If this slice of reasoning is correct, how many of the journals in the world would stand the test? But who would stop those that are useless? The useful and the useless must, like good and evil generally, go on together, and man must make his choice". Today, when the path of contemporary media world is bristled with thorns of turmoil like investigative journalism, sting operation, ethics, imposing nature of market forces on the media, projecting the celebrities and models as the icons of modern society through media, it would be worthwhile to rethink the principles and philosophy of Gandhiji and his contribution as a journalist.

3.4 SOCIAL, POLITICAL AND ECONOMIC ISSUES BEFORE INDEPENDENCE AND THE INDIAN PRESS

British colonialism in India left a residual distaste and distrust in their economic ambitions. England slowly encroached upon India through the East India Company and eventually exerted full control over the subcontinent. While it did provide India valuable institutions like court system, rail-roads, and the English language, the British Raj also exploited the country economically throughout its tenure. The economic policies of the British Raj caused a severe decline in the handicrafts and handloom sectors, due to reduced demand and dipping employment. Many historians account that the dismal state of India's economy was due to the colonial rule of the British.

The new era of journalism in the English language marked a new stage in the history of freedom struggle in India. Since James Hicky introduced the first newspaper the Bengal Gazette, people found a new medium to express their views and opinions. The newspaper began to criticize the authorities through its columns and thus motivating the Indian masses to have free speech and expressions. Gradually other veteran writers and social reformers like Raja Ram Mohan Roy, Mahatma Gandhi, Maulana Azad etc. began to protest against the British Government through the print media. This helped to disseminate the ideas and opinions of these great personalities among the common people in every nook and corner of the country. The writings were politically powerful and anti-imperialist in substance and tone. Thus the Indian Press had become an effective instrument of freedom struggle.

3.5 HISTORICAL DEVELOPMENT OF IMPORTANT NEWSPAPERS AND MAGAZINES IN ENGLISH

During the 17th century, there were many kinds of publications that told both news and rumors. The definition of newspapers and news books during that era was that they were published at least once a week. Johann Carolus' 'Relation aller Furnemmen und gedenckwürdigen Historien' published in Strassburg in 1605, is usually regarded as the first news periodical. In the beginning of the 17th century, though the right to print was strictly controlled in England. That is why the first newspaper in the English language was printed in Amsterdam by Joris Veseler around 1620. This followed the style established by Veseler's earlier Dutch paper 'Courante uyt Italien, Duytslandt'. However, when the English started printing their own papers in London, they reverted to the pamphlet format used by contemporary books. The publication of these news books was suspended between 1632 and 1638 by the order of The Star Chamber. After they resumed publication, the era of these news books lasted until the publication of the Oxford Gazette in 1665, later known as the 'London Gazette'; this is acclaimed to be the first official journal of record. There were twelve London newspapers and 24 provincial papers by the 1720s. The 'Daily Courant' was the first daily newspaper in London. It was followed by The 'Public Advertiser' initiated by Henry Woodfall in the 18th century.

By the early 19th century there were 52 London papers and over 100 other titles. 'The Daily Universal Register' started in 1785 and was later became known as 'The Times' from 1788 which was the most significant newspaper of the first half of the 19th century. Another significant newspaper appeared in Manchester in 1821 known as the 'Manchester Guardian'. It is now called 'The Guardian' and published in London. The 'Chartist Northern Star' first published on 26 May 1838, was a pioneer of popular journalism but was out of business by 1852. At the same time, there was the establishment of the first cheap newspaper, 'Daily Telegraph and Courier' (1855), later to be known simply as the 'Daily Telegraph'. Socialist and labour newspapers also proliferated and in 1912 the 'Daily Herald' was launched as the first daily newspaper of the trade union and labour movement. 'The Illustrated London News' was the world's first illustrated weekly newspaper. It was published weekly until 1971 and then increasingly less frequently until publication ceased in 2003. In case of magazines, 'The Gentleman's Magazine', first published in 1731 in London, is considered to have been the first general-interest magazine. The oldest consumer magazine still in print is 'The Scots Magazine', which was first published in 1739.

In India, the Christian missionaries were the first to start newspapers in English. James Augustus Hicky is considered as the father of Indian journalism. He started an English newspaper in India in 1780 called the '*Bengal Gazette*'. He attacked the East India Company vigorously through his paper. Messink and Reed started the next newspaper named as '*India Gazette*'. James Silk Buckingham was another pioneer of English newspapers in India. He initiated the '*Calcutta Journal*'. Other popular newspapers were '*Bengal Harkaru*', '*Friend of India*', '*Bengal Herald*' and '*Bombay Herald*' (1789). '*Madras Courier*' was first published from Chennai by Richard Johnson. The first Indian-owned English newspaper appeared in 1816 called Bengal Gazette after Hicky's venture, owned by Gangadhar

Bhattacharya. In the 19th century, only a few educated people ventured to start English newspapers as the majority were not acquainted with the language. Soon restrictions were imposed on the freedom of information and registration was made compulsory in 1835. However, Mahatma Gandhi regularly published '*Indian Opinion*', when he was in South Africa and also started '*Harijan*' to support the freedom struggle.

After independence, in a newly democratized country, the volume of newspapers multiplied covering social, political and economic news. During emergency in 1975, there were several restrictions on the freedom of press. In the later years of the 90's, the English newspapers and magazines have been successful in covering significant issues of the country as well as the global economy. There are a number of English dailies and magazines which are acclaimed today such as '*The Hindu*', '*The Times of India*', '*Indian Express*', '*Hindustan Times*', '*The Outlook*', '*Business Today*', '*India Today*', '*Tehelka*' etc.

3.6 IMPORTANT PERSONALITIES OF INDIAN JOURNALISM

James Augustus Hicky : James Augustus Hicky made history by starting a newspaper during the British reign. Hicky's '*Bengal Gazette*' or the '*Calcutta General Advertiser*' was the first English language newspaper, and indeed the first printed newspaper, to be published in the Indian sub-continent. The newspaper soon became very famous not only among the British soldiers posted in India at that time; it also inspired the Indians to bring out newspapers on their own. It was a weekly newspaper, and was founded on January 29, 1780, in Calcutta, the capital of British India. In his first issue, he introduced himself as the first and late printer to the Honourable Company though he did not seem to have enjoyed a high reputation. About his venture, he said, "I have no particular passion for printing of newspapers; I have no propensity! I was not bred to a slavish life of hard work, yet I take a pleasure in enslaving my body in order to purchase freedom for my mind and soul". The newspaper published extracts from English newspapers at home, letters from local and mofussil readers and items of gossips and scandals of interest to the European community. The issue had more advertisements than reading matter. There was a column to himself, poet's corner, Bon-ton, a women column where new fashions were discussed. News varied from political, individual, and local stories to weather etc. Spicy news about individual lives interested his European readers most. It soon earned the popularity of the people but enmity of Warren Hastings, the Governor General and the administration. His fortunes decline when another and better rival paper '*India Gazette*' appeared. In 1781, the Chief Justice of India sent army to seize his printing types and to arrest him. But he continued to edit his papers from the jail. He was fined but since he was not able to pay the amount, his imprisonment increased and later printing press was seized. Hicky was a fighter who was not interested in money. He had the courage to face the consequences of his writings and actions. He considered liberty of press to be very essential to the very existence of an Englishman and a free government.

Raja Ram Mohan Roy : Raja Ram Mohan Roy whom Nehru considered as the founder of Indian Press, was a linguist, scholar-statesman, social reformer and liberal thinker. He was a champion of the freedom of press. He identified the power of print media as a vehicle for propagating his liberal ideas. He was the first reformer to fight against evils like sati and child marriage, caste system, animal sacrifice etc. He published '*Brahmanical Magazine*' in English (1821), '*Sambad Kaumudi*' in Bengali (1821) and '*Mirat-ul-Akhbar*' in Persian (1822). However, *Brahmanical Magazine* ceased to exist after publication of few issues, *Sambad Kaumudi*, a news weekly dealt with political, literary, religious and social subjects. It became bi-weekly and continued for 33 years. He also protested against the introduction of Press Ordinance by Governor General John Adam. Roy submitted petition against the Ordinance which was signed by a number of politically conscious leaders including Dwarakanath Tagore.

Mahatma Gandhi : According to Chalapathi Rao, Gandhi was perhaps the greatest journalists of all times and the weeklies he ran were probably the greatest the world has ever known. His journalism was in an era when there was no radio or television. Mahatma Gandhi, in his journalistic career edited several newspapers including '*Harijan*' in Gujarati, in Hindi and in the English language; '*Indian Opinion*' while in South Africa and, '*Young India*' in English, and '*Navajivan*', a Gujarati monthly on his return to India. Later, '*Navajivan*' was also published in Hindi. In addition, he wrote letters almost every day to individuals and newspapers. He did not publish advertisements in his papers nor wanted to run them at a loss. He had gained considerable experience in South Africa, where he had taken over the editorship of the '*Indian Opinion*' in 1904 and published it in English, Tamil and Gujarati. The two journals '*Young India*' and '*Navajivan*' were used to ventilate his views and to educate the public on satyagraha. In 1933, he started '*Harijan*', '*Harijanbandhu*' and '*Harijansevak*' in English, Gujarati and Hindi respectively. Gandhi also wrote several books including his autobiography '*An Autobiography of My Experiments with Truth*'. His other autobiographies included '*Satyagraha in South Africa*' about his struggle there, '*Hind Swaraj*' or '*Indian Home Rule*', a political pamphlet, and a paraphrase in Gujarati of John Ruskin's *Unto This Last*. This last essay can be considered his programme on economics. He also wrote extensively on vegetarianism, diet and health, religion, social reforms, etc. Gandhi usually wrote in Gujarati, though he also revised the Hindi and English translations of his books.

Maulana Abul Kalam Azad: Abul Kalam Ghulam Muhiyuddin, better known as Maulana Abul Kalam Azad was a renowned scholar, poet, freedom fighter and leader of the Indian National Congress in India's struggle for Independence. He was well versed in many languages viz. Arabic, English, Urdu, Hindi, Persian and Bengali, and a prolific debater. He supported the freedom struggle and wanted a unified nation of Hindus and Muslims. Azad began publication of a journal called *Al Hilal* (the Crescent) in June 1912 to increase revolutionary recruits amongst the Muslims. The *Al Hilal* reached a circulation of 26,000 in two years. As a scholar, Maulana Azad produced monumental literary works. Azad penned the book *India Wins Freedom* in 1957. He had also authored the *Ghubar-i-Khatir*, written in jail between 1942-

1945, and with the *Tadhkirah*, a masterpiece of the Urdu language. His commentary on the Qur'an is unique in the realm of Muslim liberation. Azad supported Gandhiji's non-cooperation movement and joined the Indian National Congress (I.N.C) in January 1920 to become the youngest man elected as the President of the Congress. After independence, Maulana Azad served as the Minister of Education in Pandit Jawaharlal Nehru's cabinet from 1947 to 1958. He died in August 1958. Azad was honored with the Bharat Ratna posthumously in 1992.

3.7 THE PRESS IN INDIA AFTER INDEPENDENCE

The role of the press changed after independence of India. India's first Prime Minister, Jawaharlal Nehru played a great role in shaping the thinking about the press as Gandhiji did before independence. Since then long time has elapsed and with the passage of time, there has been paradigm shift in the functioning of media. As a result, "accountability" is a word heard more often than 'freedom' in the context of today's media functioning, thereby justifying a serious look to the changing face of Media. Though the word 'Press' did not get mention in the Indian Constitution, the need for freedom of speech and expression was well accepted by the civil society of India and such freedom was also declared by Supreme Court way back in 1950 when the Constitution of India was just operative and the Supreme Court of India started functioning while deciding the question of pre censorship of newspapers.

The modern press marked its beginning only after the advent of European Civilization in India. Portuguese were the first Europeans who introduced printing press in India. Today, over the last 250 years, the press has come to occupy an undisputed position as the fourth and the strongest pillar of modern India. The press gradually became the most powerful weapon for freedom movement under the leadership of towering personalities like Tilak, Gokhale, Gandhiji and others who stood for progressive journalism and liberal notions and believed in the strength of the press to mould public opinion, to shape the destiny of the nation and safeguard the rights and civil liberties of its citizens. In the recent times, Indian press enjoys full support and admiration from the civil society though at times faces the criticism from the same.

The press has not only mirrored the march of the successful journey of democracy in the last 62 years, encountering wars, struggles and insurgencies but has also given valuable insights and suggestions at every step. The technological breakthrough in printing and telecommunication services have facilitated news reporting even from remote and forlorn places, and quick transmission and dissemination of news resulted in prompt and wider circulation of the newspapers with better news contents. Circulation statistics of some newspapers is enviable even globally. Further, the status of the language press is now well recognized and considered at par with the English newspapers.

As a matter of fact, small newspapers published in local regional languages and dialects in remote areas in India are working as conduit between local rural and urban population in other parts of the country, unfolding not only rich culture and heritage of the region but also various problems in such areas. Today readers are provided with multiple options to specialized subjects due to diverse information available in the new media. However, in today's media scenario, instead of making newspapers rich in

contents it has been driven by market forces and urged to make more profits. Media has been undergoing a deplorable condition underplaying trivialization of news contents and biased news and views sub serving the interests of advertisers and corporate houses in order to remain gainful. In India, almost all newspapers are accessible through the Internet and provide up to date news and information not only relating to India but other parts of the globe as well, thus satisfying the tastes of the modern readers.

3.7.1 SOCIAL, POLITICAL AND ECONOMIC ISSUES

Since independence, India has been facing several social, political and economic issues. The media has been playing a very constructive role in the nation building process. It is true that the Indian media has changed its original mandate of mission to a profession in due course. But we cannot neglect its role in various social, political and economic aspects. Let us have a look into a few social, political and economic issues of our country.

India suffers from the problem of overpopulation. The population of India is very high, that is 1.2 billion approximately. Though India ranks second in population, it ranks 33 in terms of population density below countries such as The Netherlands, South Korea and Japan. The overall development of the nation is not possible with such an outburst of population. Illiteracy is another social issue of our nation. Unfortunately 35 percent of our overall population is still illiterate which affects the development process adversely. It leads to ignorance, superstitions, social evils etc.

Terrorism in India has always remained a curse. Terrorism in India is primarily attributable to religious communities and Naxalite radical movements. The regions with long term terrorist activities today are Jammu and Kashmir, Mumbai, Central India (Naxalism) and the Seven Sister States or the North East India. As of 2006, at least 232 of the country's 608 districts were afflicted, at differing intensities, by various insurgent and terrorist movements. In August 2008, National Security Advisor M K Narayanan said that there were as many as 800 terrorist cells operating in the country. Another political issue is the caste related violence. Over the years, various incidents of violence against Dalits, such as Kherlanji Massacre have been reported from many parts of India. At the same time, many violent protests by Dalits, such as the 2006 Dalit protests in Maharashtra have been reported as well. There have been numerous incidents of violence in our country due to the indiscrimination of rights and policies.

Poverty is obviously one of the most important economic issues of our country since independence. One-third of India's population (roughly equivalent to the entire population of the United States) lives below the poverty line and India is home to one-third of the world's poor people. Wealth distribution in India is fairly uneven, with the top 10% of income groups earning 33% of the income. A recent report by the Oxford Poverty and Human Development Initiative states that 8 Indian states have more poor people than 26 poorest African nations combined, which totals to more than 410 million poor in the poorest African countries. Poverty leads to other issues like illiteracy, malnutrition, superstitions, etc. Corruption is yet another major issue of modern India. It exists almost everywhere. The recent major scams have involved various high levels of Government including the Cabinet and Chief Ministers like the 2G scam, the 2010

Common Wealth Games, the Adarsh Housing Society scam, mining scandal in Karnataka and cash for vote scam.

The media persons are continuously rendering their service to raise these issues and play the appropriate role of watch dog. But it is time to think on the safety issues of the journalists. More than 1100 news media persons have been killed across the world in the past 10 years. Over 100 media persons have died in the year 2011 alone. According to the Committee to Protect Journalists, 27 journalists have been killed in India since 2002 with confirmed motives and other 17 journalists were killed where the motives are unconfirmed.

3.7.2 ROLE OF THE INDIAN PRESS: PROBLEMS AND PROSPECTS

Political journalism in India can be traced to 1861. Many of the great Indian newspapers like The Times of India (1861), Pioneer (1861), Statesman (1875) and The Hindu (1878) made their appearances. The period also witnessed the boom in the Indian language press. The Indian national press was the backbone of the freedom struggle from the end of the 18th century. Its historical importance has been linked with the growth of patriotic nerve in the country. Many freedom fighters and social reformers used press as a weapon to evoke patriotism for their motherland. Gandhi, Raja Ram Mohan Roy, Annie Besant, Lajpat Rai, Lokmanya Tilak, Maulana Azad were the pioneers in this intervention. The Indian language press was particularly strong in expressing its views against the Government. The press also took up the cause of social reform. But the Government promulgated the Vernacular Press Act in 1878 to stringently control the press. The Act required the printers and the Indian publishers of language newspapers to execute a bond that they would not publish anything that would excite the feelings of disaffection against the Government. The Vernacular Press Act of 1878 was the greatest blow to the freedom of Press in India and the language newspapers suffered most heavily because of this law. However, with the efforts of some great men, reformers, leaders and crusaders in the struggle for freedom movement used press for furthering their philosophy and the causes they espoused.

From the end of the nineteenth century to the beginning of the twentieth century, there was a struggle between nationalism and the freedom of press. Throughout the colonial period, the media in India has been divided into the English and Vernacular press reflecting the division of Indian society into the modern and western and the traditional and Indian. It is the vernacular press which led the freedom struggle in true terms, while the English press continued to cater to the western educated readers who isolated themselves from the Indian social mainstream. It was Mahatma Gandhi who with his ideals and principles had far reaching political influence throughout the country. His journalism was probably the most influential in mobilizing all social and ethnic groups in India and arousing all sections of the society against British domination.

After independence in 1947 the role of the press changed. Jawaharlal Nehru was the champion of the liberty of press. The Government introduced Press Laws and later Press and Registration of Book Act to empower the press. Though the freedom of press was not entertained directly in our constitution, inclusion

of freedom of speech and expression in the Article 19(1) (a) stated the same. Dr. Ambedkar, Chairman of the Drafting Committee emphasized the importance of the press. The print media in recent years has made rapid strides and now it can be compared to one of the best in the world.

3.8 SUMMING UP

- Being an effective communicator, bold, courageous and fluent with his thoughts through words, Gandhiji had been able to reach out to millions of people and convince them of his noble cause i.e. Indian Freedom. Freedom for not a country or a nation, it is for the existence of mankind.
- *Young India* and *Navajivan* were other great contributions towards the society from his end. Gandhi journals never had any sensational topics. He untiringly wrote on constructive work, Satyagraha, non-violence, diet, nature-cure, Hindu-Muslim unity, untouchability, spinning, Khadi, Swadeshi, village industries and prohibition.
- Since James Hicky introduced the first newspaper the Bengal Gazette, people found a new medium to express their views and opinions. In India, the Christian missionaries were the first to start newspapers in English. James Augustus Hicky is considered as the father of Indian journalism. He started an English newspaper in India in 1780 called the 'Bengal Gazette'.
- Since independence, India has been facing several social, political and economic issues. The media has been playing a very constructive role in the nation building process. The media persons are continuously rendering their service to raise these issues and playing the appropriate role of a watch dog.
- More than 1100 news media persons have been killed across the world in the past 10 years.
- The Vernacular Press Act of 1878 was the greatest blow to the freedom of Press in India and the language newspapers suffered most heavily because of this law. After independence, in 1947 the role of press changed. Jawaharlal Nehru was the champion of liberty of press.

3.9 SUGGESTED READINGS

- *History of Indian Journalism* by J Natarajan
- *The Press in India* by M. Chalapathi Rau
- *Journalist Gandhi*, compiled by S. Sharma
- *Role of Press and Indian Freedom Struggle* by A S Iyenger

3.10 PROBABLE QUESTIONS

1. Write an essay on the contribution of Gandhiji to the journalism in Indian and South Africa.
2. Enumerate the growth and development of print media in India.
3. Discuss the various political issues in India before independence and the print media coverage of these issues.

MMC 102 EVOLUTIONS OF INDIAN MEDIA

UNIT-4: RADIO

UNIT STRUCTURE

4.1 INTRODUCTION

4.2 OBJECTIVES

4.3 DEVELOPMENT OF RADIO AS A MEDIUM OF MASS COMMUNICATION

4.4 HISTORY OF RADIO IN INDIA

4.4.1 BROADCASTING CODE

4.5 RADIO AS AN INSTRUMENT OF PROPAGANDA DURING THE WORLD WAR II

4.6 EMERGENCE OF AIR – COMMERCIAL BROADCASTING

4.1 INTRODUCTION

In this unit we are going to understand the evolution of Radio world wide and in India

4.2 OBJECTIVES

After studying the Unit you will be able to

- trace the history of the Radio Invention.
- discuss the development of Radio World wide
- discuss the development of Radio in India.

4.3 DEVELOPMENT OF RADIO AS A MEDIUM OF MASS COMMUNICATION

In the United States the radio for the first time created a communication environment in which amateurs could operate freely. For becoming commercially viable, radio broadcasting had to have mass production of receivers and skilled marketing. Due to the military requirements in World War I both these requirements were fulfilled. Radio found its commercial base after the war and was given a social form through tele-communications and the press. For broadcasting election news, sporting events and opera performances, the first radio station was set-up in Pittsburg, Chicago and New York in 1920. In India on August 20, 1921, as per the records of *The Times of India*, first broadcast was transmitted from the roof of its building. In cities like Calcutta, Bombay, Madras and Lahore, amateur radio clubs introduced broadcasting. Thereafter it was no looking back. In 1930 the Government of India took over its charge.

Broadcasting has a great propaganda value in wartime. Dr. Goebbels in Germany built up a propaganda machine by a complete control over the Radio. It was with the help of radio that he

carried on subtle and malicious propaganda against the English. The radio gives information, counteracts enemy propaganda, gives encouragement to the people, safeguards national morale and paints the character of the enemy in the darkest colour possible. This is an example of Radio Broadcasting used as an offensive weapon.

Broadcasting has great potentialities in a vast country like India. It is the ideal medium for the removal of our social evils like illiteracy, poverty, beggary, juvenile delinquency etc. The entertainment value is excellent. Apart from news and music programmes, interesting talks by eminent statesmen, scientists, philosophers, leaders and writers are given on almost all relevant topics. Broadcasting widens our outlook, sharpens our intellect and increases our general knowledge. The radio has become a vital means of mass media as it can be used for various purposes like entertainment, general information, formal instruction, educational purposes and for commercial programmes, for gaining the goodwill of listeners and making direct sales advertisement propaganda for village uplift and mass education. About 90% of Indians, especially in the rural areas, have access to Radio, making it a powerful and effective means of mass media in India. Now-a-days FM radio has also caught the attention of urban Indians.

4.4 HISTORY OF RADIO IN INDIA

In India, like in many other countries, amateurs were the first to start broadcasting. The Radio club of Bombay, broadcast its first programme in June, 1923. In, November 1923, the Calcutta Radio Club went on the air. The Madras Radio Club started broadcasting on 31 July, 1924 with a 40 watt transmitter. Later, it broadcast with a 200 watt transmitter, for 2% hours every evening. But it closed down due to financial difficulties. The Madras Corporation re-started the broadcast service in 1930.

Organised broadcasting in India was started by the Indian Broadcasting Company (IBC) in 1927. Bombay and Calcutta stations were inaugurated in July and August, 1927 respectively. The first radio programme journal India Radio Times was started on July 15, 1927. Its name was later changed to The India Listener and again to Akashvani. IBC was a financial failure in spite of a loan from the government. It went into liquidation and was closed down in March, 1930. Under pressure from the radio-set dealers, programmers and the general public, the government took over the Bombay and Calcutta stations in April, 1930. The Indian Broadcasting Service was formed. Those were the days of world wide depression. The government too faced financial difficulties. Even otherwise, it was not very enthusiastic about broadcasting. So, it ordered the

closure of the Indian Broadcasting Service on Oct.10, 1931. Representations and agitations compelled the government to reverse the orders on . November 23, 1931. The Government doubled the duty on radio sets. In. 1932, the British Broadcasting Corporation (BBC) started an Empire Service. The number of receiving sets, which were all imported, doubled in less than two years. This resulted in an increase in the government's income from license fees. The increase in import duty on radio sets and components of the radio sets also enhanced the government's revenue. Broadcasting now became financially viable. It was decided to start a radio station in Delhi. It actually went on the air on January 1, 1936. The BBC loaned the services of Lionel Fielden who became the Controller of Broadcasting. (Today the radio chief is called Director General). He persuaded the government to realise the potential of broadcasting and allot more money to the service. In his autobiography, *The Natural Bent*, he writes about financial problems and red-tapism. He also gives an interesting account of how he could persuade the then Viceroy to adopt the name All India Radio for the broadcasting service. The name was adopted from June 8. 1936. Fielden got together a group of devoted young people. With the help of these and of Goyder, his Chief Engineer, he started short-wave service in 1938, to cover the entire country. Lucknow station went on air on April 2, 1938, and Madras on June 16; 1938. In 1939, the Tiruchi station came into being. The same year the External Service Division at Delhi was started. A.S. Bokhari, another dynamic administrator, took over from Fielden to become the first Indian Director General. He was the chief during all the war years and thereafter till the partition. A new Broadcasting House was built on Parliament Street, New Delhi. On June 3, 1947, Lord Mountbatten (the Viceroy), Jawaharlal Nehru and Mohd. Ali Jinah made historic broadcasts on the partition of India. In the midnight on August 14-15, 1947, Nehru broadcast his famous speech "Tryst with Destiny". It is preserved in the AIR archives.

Following the country's partition; six radio stations came to the share of India (Bombay, Calcutta, Delhi, Tiruchi, Lucknow and Madras). When the princely states became a part of India, five more stations (Hyderabad, Autangabad, Baroda, Mysore and Trivandrum) were taken over by AIR. In 1952, the first National Orchestra was set up with Pandit Ravi Shankar as its conductor. Regional news bulletins in Hindi and Marathi were started in 1953 from Lucknow and Nagpur respectively. The first National programme of Talks too went on the air in 1953. In 1955 the first Radio Sangeet Sammelan was broadcast. The same year the Sardar Patel Memorial Lectures and Radio Newsreel were started. In 1956, the first National Symposium of Poets was broadcast and also the National Programme of Plays, Operas and Features. By the end of the first plan, the number of radio stations had increased to 26. Dr. B.V. Keskar, the Minister for Information and Broadcasting (1953-61), did a lot for Indian classical music. He also brought eminent writers,

poets, musicians and playwrights on contract as Producers. Finances for broadcasting for the Second Plan (1956-61) were increased four times as against finances in the First Plan. In 1957, Vividh Bharati, an All India Radio Variety Programme Service, was started at Bombay. It provided light entertainment with a generous dose of film music. Over the years it has become a very popular service. The service was started to counteract the increasing popularity of Radio Ceylon's commercial service. It has succeeded very well in its aim.

4.4.1 BROADCASTING CODE IN INDIA

All India Radio has the Broadcasting Code as the broadcasting policy which is based on the AIR Code of 1970. As per the broadcasting code All India Radio will not permit :

Criticism of friendly countries

Attack on religion or communities

Anything obscene or defamatory

Incitement to violence or anything against maintenance of law and order

Aspersions against the integrity of the President, Governors and Judiciary

Attack on a political party by name

Anything amounting to contempt of court

Hostile criticism of any state or the Centre

Anything showing disrespect to the constitution or advocating change in the constitution by violent means, but advocating changes in a constitutional way should not be debarred.

4.5 RADIO AS AN INSTRUMENT OF PROPAGANDA DURING THE WORLD WARII

Radio follows its development to two other inventions, the telegraph and the telephone, all three technologies are closely related. Radio technology began as "wireless telegraphy". Radio can refer to either the electronic appliance that we listen with or the content listened to. However, it all started with the discovery of "radio waves" - electromagnetic waves that have the capacity to transmit music, speech, pictures and other data invisibly through the air. Many devices work by using electromagnetic waves including: radio, microwaves, cordless phones, remote controlled toys, television broadcasts, and more.

During the 1860s, Scottish physicist, James Clerk Maxwell predicted the existence of radio waves; and in 1886, German physicist, Heinrich Rudolph Hertz demonstrated that rapid

variations of electric current could be projected into space in the form of radio waves similar to those of light and heat.

In 1866, Mahlon Loomis, an American dentist, successfully demonstrated "wireless telegraphy." Loomis was able to make a meter connected to one kite cause another one to move, marking the first known instance of wireless aerial communication.

Guglielmo Marconi, an Italian inventor, proved the feasibility of radio communication. He sent and received his first radio signal in Italy in 1895. By 1899 he flashed the first wireless signal across the English Channel and two years later received the letter "S", telegraphed from England to Newfoundland. This was the first successful transatlantic radiotelegraph message in 1902.

In addition to Marconi, two of his contemporaries Nikola Tesla and Nathan Stufflefield took out patents for wireless radio transmitters. Nikola Tesla is now credited with being the first person to patent radio technology; the Supreme Court overturned Marconi's patent in 1943 in favor of Tesla.

Radio-telegraphy is the sending by radio waves the same dot-dash message (Morse code) used in a telegraph. Transmitters at that time were called spark-gap machines. It was developed mainly for ship-to-shore and ship-to-ship communication. This was a way of communicating between two points. However, it was not public radio broadcasting as we know it today. Wireless signals proved effective in communication for rescue work when a sea disaster occurred. A number of ocean liners installed wireless equipment. In 1899 the United States Army established wireless communications with a lightship off Fire Island, New York. Two years later the Navy adopted a wireless system. Up to then, the Navy had been using visual signaling and homing pigeons for communication.

In 1901, radiotelegraph service was instituted between five Hawaiian Islands. By 1903, a Marconi station located in Wellfleet, Massachusetts, carried an exchange of greetings between President Theodore Roosevelt and King Edward VII. In 1905 the naval battle of Port Arthur in the Russo-Japanese war was reported by wireless, and in 1906 the U.S. Weather Bureau experimented with radiotelegraphy to speed notice of weather conditions. In 1909, Robert E. Peary, arctic explorer, radio telegraphed: "I found the Pole". In 1910 Marconi opened regular American-European radiotelegraph service, which several months later, enabled an escaped British murderer to be apprehended on the high seas. In 1912, the first transpacific radiotelegraph service linked San Francisco with Hawaii.

Overseas radiotelegraph service developed slowly, primarily because the initial radiotelegraph transmitter discharged electricity within the circuit and between the electrodes was unstable, causing a high amount of interference. The Alexanderson high-frequency alternator and the De Forest tube resolved many of these early technical problems.

Lee De Forest invented space telegraphy, the triode amplifier and the Audion. In the early 1900s, the great requirement for further development of radio was an efficient and delicate detector of electromagnetic radiation. Lee De Forest provided that detector. It made it possible to amplify the radio frequency signal picked up by the antenna before application to the receiver detector; thus, much weaker signals could be utilized than had previously been possible. De Forest was also the person who first used the word "radio".

The result of Lee De Forest's work was the invention of amplitude-modulated or AM radio that allowed for a multitude of radio stations. The earlier spark-gap transmitters did not allow for this. When the United States entered the First World War in 1917, all radio development was controlled by the U.S. Navy to prevent its possible use by enemy spies. The U.S. government took over control of all patents related to radio technology.

In 1919, after the government released its control of all patents, the Radio Corporation of America (RCA) was established with the purpose of distributing control of the radio patents that had been restricted during the war.

The first time the human voice was transmitted by radio is debatable. Claims to that distinction range from the phrase, "Hello Rainey" spoken by Natan B. Stubblefield to a test partner near Murray, Kentucky, in 1892, to an experimental program of talk and music by Reginald A. Fessenden in 1906, which was heard by radio-equipped ships within several hundred miles.

Canadian, Reginald A. Fessenden is best known for his invention of the modulation of radio waves and the fathometer. Fessenden worked as as a chemist for Thomas Edison during the 1880s, and later for Westinghouse. Fessenden started his own company where he invented the modulation of radio waves, the "heterodyne principle" which allowed the reception and transmission on the same aerial without interference.

In 1915, speech was first transmitted across the continent from New York City to San Francisco and across the Atlantic Ocean from Naval radio station NAA at Arlington, Virginia, to the Eiffel Tower in Paris.

On November 2, 1920, Westinghouse's KDKA-Pittsburgh broadcast the Harding-Cox election returns and began a daily schedule of radio programs.

The first ship-to-shore two way radio conversations occurred in 1922, between Deal Beach, New Jersey, and the S.S. America, 400 miles at sea. However, it was not until 1929 that high seas public radiotelephone service was inaugurated. At that time telephone contact could be made only with ships within 1,500 miles of shore. Today there is the ability to telephone nearly every large ship wherever it may be on the globe.

Commercial radiotelephony linking North America with Europe was opened in 1927, and with South America three years later. In 1935 the first telephone call was made around the world, using a combination of wire and radio circuits.

Edwin Howard Armstrong invented frequency-modulated or FM radio in 1933. FM improved the audio signal of radio by controlling the noise static caused by electrical equipment and the earth's atmosphere. Until 1936, all American transatlantic telephone communication had to be routed through England. In that year, a direct radiotelephone circuit was opened to Paris. Telephone connection by radio and cable is now accessible with 187 foreign points.

Radio technology has grown significantly since its early development. In 1947, Bell Labs scientists invented the transistor. In 1954, a then small Japanese company called Sony introduced the transistor radio.

In 1965, the first Master FM Antenna System in the world designed to allow individual FM stations to broadcast simultaneously from one source was erected on the Empire State Building in NYC.

Radio before 1920

Dot-dash radio telegraphy (primarily Marconi) was used experimentally as early as 1897. By 1910, it was in general use for ship-to-shore communication which was not "broadcasting" but point-to-point communication. What made broadcasting possible was the invention of the audion tube by De Forest in 1906-the tube permitting modulation of sound. Voices of Caruso and Emmy Dustin were broadcast experimentally in 1910; from 1910 to 1917, there was considerable amateur experimentation with broadcasting of various forms of program materials-chiefly talks, vocal, music, and phonograph records. With U.S. entry into the war in 1917, all radio was taken over by the U.S. Navy to prevent possible use by spies, and the development of new equipment

was protected from patent infringement suits by government order. Broadcasting was being regulated under the Wireless Act of 1910.

This period marked the start of "regular" broadcasting; after the government removed restrictions as late as in 1919. The Radio Corporation of America was formed in 1919 as a patent pool to control the use of the new equipment which had been invented during WWI, but which was not able to be used unless all the conflicting patent owners would permit. The make-up of RCA consisted of those companies that had the key patents or would shortly buy them for wireless telegraphy. They got the bonus of wireless telephony as well. Formal "broadcasting" is usually considered as beginning on November 2, 1920, when Westinghouse's KDKA-Pittsburgh broadcast the Harding-Cox election returns and inaugurated a daily schedule of programs. Throughout the period, broadcasting was on an experimental, non-commercial, amateur basis.

Radio during 1923 - 1926

This was a transitional period; it saw the beginnings of broadcasting on a commercial basis; it marked the development of new types of equipment; it saw development of basic types of programs. Chiefly, it was a period in which some persons at least saw in broadcasting a possible source of revenues-from sale of time, rather than the sale of receiving sets.

Radio during 1926 - 1930

Commercial radio became solidly established- particularly development of networks, and the presentation of network programs by national advertisers.

This was the beginning of the great depression in the United States – a depression which had its effect on programming and on the various forms of advertising, but relatively little effect on broadcast revenues.

Radio during 1930 - 1935

The 1930-35 period was also the time of the greatest "idea" development in the history of American radio programming-with respect to network programs in particular. Broadcasting in 1935 to 1941 saw radio revenues soaring to new heights; and while not too many new program forms were introduced, older forms were polished and improved. This period included World War II. The nation had shifted, in December of 1941, from a threat-of-war situation into actual involvement. The war imposed as many hardships on broadcasters as it did upon those engaged in other occupations. Electronic concerns were shifted to war production, with the result that

broadcasting equipment, tubes, etc. were in short supply; costs advanced; employees were drafted into military service.

On the other hand, both network and station revenues were strikingly greater than in the prewar period; in 1944-45, no less than 70% above the level of revenues in 1940-41. Some of this increase was the result of inflation, but even so, 1941 to 1945 was the big money-making time for American radio. 1945-1952 was a highly important era in the history of American radio and television. It saw an enormous increase in the total number of radio stations, the erection of 108 TV stations-and the beginnings, at least, of a shift in importance from radio to television, especially on the network level. The transistor was demonstrated in 1947 by Bell Labs.

Broadcasting from 1952 through the 1960's

Earlier trends continued, but during this decade television became the dominant mass medium as the freeze on licenses was lifted and a 70-channel UHF band was added. The networks reached from coast- to-coast and in 1953 the FCC approved the industry endorsed compatible NTSC color television system (RCA-NBC), reversing their 1950 decision which had authorized a non-compatible field-sequential system (CBS). Radio became less secure, but grew in the number of smaller stations licensed.

4.6 EMERGENCE OF AIR – COMMERCIAL BROADCASTING

In recent times radio has become portable due its reducing size with the invention of newer radio technologies. It can be carried in pockets thus retaining the habit of radio listening of its listeners. This is making radio the mostly used mass medium. Radio is a mobile medium which can be carried within a home and permits the listener to use it conveniently in the kitchen, bedroom, dining room, work place etc. It can also accompany the individual as he/she wakes up, eats breakfast, drives automobile, while doing work, driving home or sleeping etc.

According to another perspective, mobile phones which were introduced in the 20th century gained the facility of FM broadcasting. This helped to gain a lot of urban Indian's attention especially the youths. As a digital system mobile phones are similar in fundamental design to a computer. Since the 1990s mobile devices are able to both receive and send digital signals from a wide geographic range of reception, and can do so either through the usage of data plans provided by phone companies or, if available, through local Wi-Fi connectivity to the Internet. Those devices which can separately handle both Internet and phone network connectivity are known as smart phones. Mobile devices exist which primarily serve to store various media forms rather than communicate over a network but can also connect to the Internet and make use of

Internet-dependent applications. In mobile the Internet helps us to access the internet-radio services.

Therefore we notice how radio services can be accessed easily because of its portable size and convergence of mass media whereas in mobile phones we can access radio services. Radio is an instantaneous form of communication.

Important to remember

1) Who is credited to be the first person to patent radio technology?

- a) Marconi
- b) Nicole Tesla
- c) Nathan Stuffield

Ans: b

2) Who invented the radio space technology?

Ans: Lee de forest

3) Who was the first person to use the term “Radio”?

Ans: Lee de forest

4) When did first two way radio conversation begin in radio?

Ans: 1922

5) Who invented FM Radio and when?

Ans: Edwin howard Armstrong in 1933

6) Who invented the transistor?

Ans: Bell Labs in 1947

7) Who broadcast the first radio programme in India and when?

Ans: Radio Club of Bombay in June 1923

8) When did organised broadcasting start in India?

Ans: 1927

9) What was the name of the first radio programme Journal in India?

Ans: India Radio Times

10) When was the name AIR adopted?

Ans: June 8,1936

11) When did Vividh Bharati start?

Ans: 1957

CHAPTER I

HISTORY OF ALL INDIA RADIO

1.1.1. Birth of All India Radio :

The idea of a regular Broadcasting Service in India took shape for the first time in 1926, in the form of an agreement entered into between the Government of India and private company called the Indian Broadcasting Company Ltd., Under that agreement, a licence for the constructions of two stations, one at Bombay and the other at Calcutta, was granted. The Bombay Station was accordingly inaugurated on 23rd July, 1927.

1.1.2. Unexpectedly, after about three years, the Company went into liquidation on 1st March, 1930. It looked as though introduction of broadcasting had failed in India while the other countries were making good progress. In response, however, to popular demand, the Government decided to acquire the assets of the Indian Broadcasting Company and run the two Stations, at Bombay and Calcutta, on an experimental basis for a period of two years from 1st April, 1930. Finally, the Government decided in May, 1932 to continue the Indian State Broadcasting Service under their own management and placed it under the administrative control of the Department of Industries and Labour.

1.1.3. In March, 1935, a separate Department under a Controller of Broadcasting was constituted to work under the Department of Industries and Labour. In June, 1936, 'All India Radio' replaced the earlier nomenclature of the 'Indian State Broadcasting Service'. Broadcasting was transferred to the Department of Communications in November, 1937 and was later transferred to the Department of Information & Broadcasting in October, 1941. This Department was reconstituted as the Department of Information and Arts from 23rd February, 1946. The name of the Department was again changed to the Department of Information & Broadcasting from 10th September, 1946.

1.1.4. The real break for broadcasting in India came with World War II. The War also made it necessary for the Government to expand the broadcasting organisation so as to meet the requirements of its war effort. Most of the News Services and the External Services originated during the war years. When India became free, the AIR network had only six stations Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchi with a total complement of 18 transmitters, six of them on medium wave and the others on shortwave. Listening on medium wave was confined to the urban areas in these cities. With the integration of princely states, AIR took over five broadcasting centres functioning in these areas. The total number of radio sets at the time of independence in 1947 was a mere 2,75,000, but now-a-days Radio & T.V. is available almost in every house.

1.1.5. Purpose for the Constitution of All India Radio :

For the efficient supervision of programmes and for the maintenance of high standards in the several types of broadcast, it was considered essential to have a self-contained department consisting of —

Programme Professionals with a background and taste for music, culture, current affairs, literature and specialisation in science, agriculture, family welfare, public relations, etc. to discover suitable talents and material for good programmes and present the various programmes in an effective and attractive manner for entertainment and educating the masses.

MMC 102 EVOLUTIONS OF INDIAN MEDIA

UNIT-5: TELEVISION

5.1 INTRODUCTION

5.2 OBJECTIVES

5.3 FIRST BROADCAST OF TELEVISION

5.4 TELEVISION IN INDIA

5.5 PRIVATE TELEVISION CHANNELS IN INDIA

5.6 BROADCAST ACTS & REGULATIONS

5.7 CONCLUSIONS

5.1 INTRODUCTION

Today our lives are centered round the electronic media, reaching the remote parts of the world touching everyone's life and influencing them. The population around the world is watching what is happening in other parts of the world through the television.

Television (TV) is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or coloured, with accompanying sound. "Television" may also refer specifically to a television set, television programming, television transmission.

The emergence of television has a long history; many people have contributed to the invention of the television, and each and every invention has added many features that we see today. Before television the earlier inventions like telegraph, telephone and radio have helped in the process. Initially early transmission systems were all ground-based (Microwave relay transmitters). Today we use satellite communication which was a boon for effective human communication. With the help of the satellite we are now able to cover larger geographic area at any given time.

India was able to adopt and use all the tools of communication as they were introduced soon after their inventions like other countries did. Television was introduced in India as experiment in the field of education by the government of India.

Today it is not just one communication tool that we use for communications; the television has a greater impact than the other communication tools because of its audio/video (visual nature).

5.2 OBJECTIVES

After completing this unit the learners will be able to
get an overview of the first broadcast of Television

discuss the development of Television in India

understand and discuss the future developments of television with SITE and KCP projects

understand and discuss the connection between Economic liberalization and private Television channels in India

understand and explain various Acts and Regulations pertaining to television in India

5.3 FIRST BROADCAST OF TELEVISION

Television was invented by John Baird. The television broadcast initially started in Great Britain and later on moved to the other parts of the world. The famous News Organization BBC (British Broadcasting Company) the oldest news organization in the world started the Television Service in the year 1936.

The television sets that we see today were not the same, they looked different both internally and externally, and the first images that were transmitted were black-and-white. But today we see the images in colour.

The television was introduced into United States of America in the year 1939. NBC (National Broadcasting Company) was the first channel to broadcast three hours of programming in a day.

Television sets became very popular. The popularity made many companies to work on improving the quality of the image and sound. In the year 1953 the public in the United States were able to see the first colour programmes transmitted by the CBS (Columbia Broadcasting System).

During the same time the rest of the European countries like France, Germany and Russia also introduced television and were working on the improving of the transmission quality. By the 1950's many countries were able to watch the television programmes.



Some of the early television sets in 1930's

Important Dates

- 1936 - Britain was the first country to broadcast the television programme.
- 1939 - Television broadcasts began in US and NBC was the first channel to run the programme.
- 1953 - The first colour programme was done by CBS in USA
- 1959 –Television programming in India started.

5.4 TELEVISION IN INDIA

Television in India began early compared to other colonized countries. After a decade of our independence on 15th September 1959 we started television as an experiment. Television started initially under the All India Radio. It had only two hours of program in a week.

As we have said earlier, it started in the year 1959 as an experiment, and the two hours programmes per week were education-based, meant for school children and information on agriculture for the farmers. The experiment was carried in and around the rural Delhi, as it was an experiment it was limited to few areas. The community viewing centers were established in rural areas and schools. We carried out the experiment with the support of UNESCO.

The programmes were based on community health, sanitation, family welfare and a few programmes on farming. Ford foundation which supported the educational programmes in the United States also supported the educational programmes in India. School children had programmes on subjects like Chemistry, Physics, English and Geography etc. Few more viewing sets were added in and around the schools of Delhi.

1976 SITE and KCP: India moved one step forward with the launching of the (SITE) on 1st August 1975 and ending on 31st 1976. From two hours of programme per week, we moved to twice a day, morning and evening and the programmes were mainly on farming, health and other social issues.

The Satellite Instructional Television Experiment was supported by NASA (United States) with the help of ATS-6 satellite. The Indian Space Research Organisation (ISRO) and All India Radio (AIR) were involved in carrying out the experiment. The experiment covered 2,330 villages from 20 districts of India. In these villages community viewing centers were established for the villagers to watch the programmes. The states which were part of the experiment are Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan. The programmes in the

morning were for school children on various subjects and in the evening it was for the adults consisting of farming, dealing with health and other social issues.

The SITE for some was a big success and for others it was a failure on the technological front. But it gave insights and paved the way for future developments and effective planning.

Kheda Communication Project (KCP) was also started at the same time; this project was helpful in understanding and improving the communication process. The project was carried out in the district of Gujarat called Keda. The Kheda Communication Project was carried out by the Development Education and Communication Unit (DECU), part of the ISRO.

Kheda Communication Project was unique in its own way, as it was the first of its kind where in the local village communities were able to participate in making the television programmes. The project mainly concentrated on the living conditions of the villagers. Before making programmes on various issues related to health education sanitation and environment proper research was carried out. Overall, the community participation was the key element in the Kheda Communication Project.

In the year 1984, the project won the first international programme for development of communication award.

1st August 1976 was a mile stone for Television in India; television got separated from the All India Radio. Doordarshan was the new name given to television. However the commercial service began on 1st January 1976.

With our own satellite launch INSAT 1A for Broadcasting. India had taken a huge leap in terms of communication revolution.



Satellite in the space

The year 1982 started the golden era for television, as India started its first colour transmission. People were eager to watch the Asian Games in colour. The same year the Common Wealth Nations meeting was held in India and these events were transmitted in colour.

Doordarshan started the first sponsored serial called HUMLOG in 1983. The entertainment industry never looked back after this. Epics like RAMAYAN and MAHABHARAT have made the Indian audience spellbound.

Important serials on DD

HumLog 1984, Buniyaad 1986, Ramayana 1987, Mahabharata 1989, The Sword of Tipu

Assignment

1. List some of the popular television serials on Doordarshan and write a review of any one of the serials.
2. List the satellite channels launched by the ISRO since 1986.

List of Doordarshan National Channels

DD National, DD News, DD Rajya Sabha, DD Lok Sabha, DD Sports, DD Bharti

List of Regional Channels on Doordarshan

DD Bangla, DD Chandana, DD Kashmir, DD Urdu, DD Punjabi, DD North East, DD Sahyadri, DD Gujarati, DD Malayalam, DD podhigai, DD Saptagiri, DD Oriya
DD Manipuri

The year 1997 saw another milestone in the history of television when the government of India established Prasar Bharati. “It says that it shall be the primary duty of the Corporation to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television”.

Important Dates

1959- 15th September: Television in India began.

1975- 1st August 1975: Satellite Instructional Television Experiment (SITE).

1976- 1st August 1976 : Doordarshan was the new name for Television.

1982- Launch of INSAT 1A Satellite

1982- First colour transmission started in India with the ninth Asian Games.

1997- Establishment of Prasar Bharati.

5.5 PRIVATE TELEVISION CHANNELS IN INDIA

The cable revolution has changed the way we watch the television forever. We were able to watch films sitting at home. The VCP, VCR and the VHS cassettes have made things possible for the cable revolution. Many houses in the country were now connected with the cable networks and this has grown rapidly in metros and small cities.

India was heading towards Economic Liberlisation under the leadership of late Prime Minister Mr. P V Narshima Rao and Dr. Manmohan Singh. The Indian economy was opened for the world. The 1991 Gulf War had given a scope for Indian audience to witness a foreign channel. CNN gave the live visuals of the Gulf War to the public.

Many channels were able to beam there programmes into India, STAR TV was the first. In 1992 some of the Indian entrepreneurs seized this opportunity and started their own channels like Subhash Chandra of Zee TV, and Ramoji Rao of ETV. Hindi, Telugu, and Malayalam were the first regional satellite channels to start in India. Doordarshan also followed with many of its international and regional channels for the Indian audience. Initially all the channels were started with one or two channels. Today we can see the rapid growth of these television channels.

List of some early private channels in India

STAR TV	1991
Zee TV	1992
SONY	1995
MTV India	1996
CHANNEL V	1994
CNN	1990

The major television players in India are Zee, STAR, SUN, ETV, and JAYA. Few channels like ETV and ZEE have made inroads not only in one language but almost all the regional languages in India. These channels make profits from advertising.

With the help of the satellite we are able to watch programmes 24x7. Especially the Geo stationary satellites have played a vital role in providing the continuous signals for transmission. We are able to launch our own satellites providing more scope for the television industry to grow. The growth of television industry is able to generate huge employment and at the same time earn revenues for the government.

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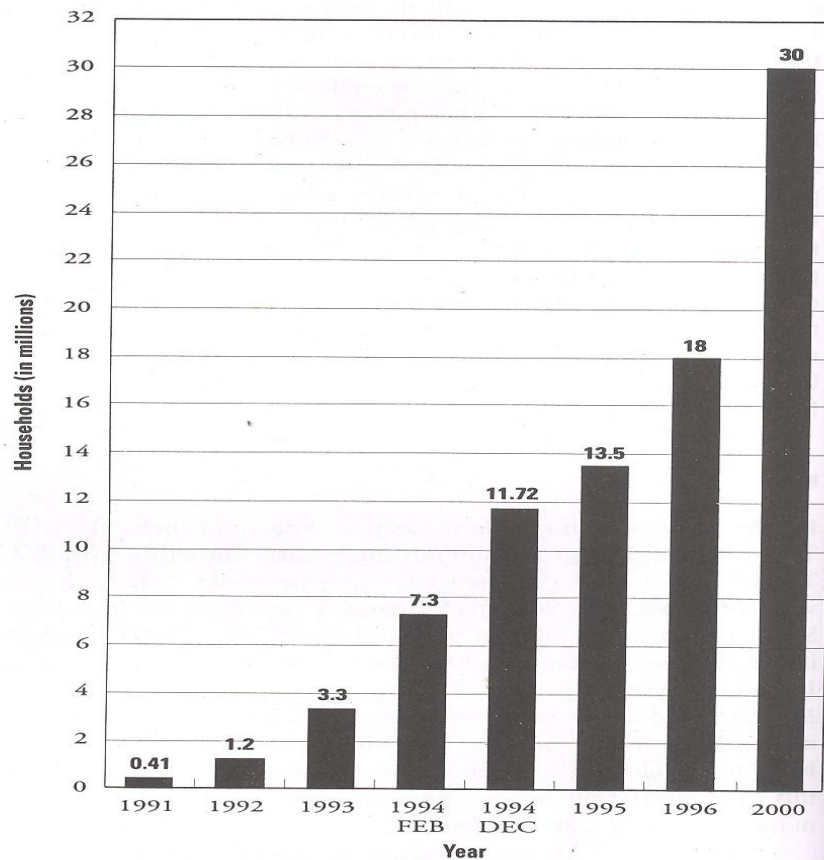


Figure 3.1: The rapid growth of cable television in India

A private television revolution occurred in India during the 1990s as over 40 private television broadcasters began operations. Typically, a private network like STAR-TV, Zee-TV, or SONY produced its programs in India, couriered them to Hong Kong or some other place for uplinking to a satellite, and then beamed them to cable television operators who distributed them locally.

Source: *Cable Quest* (1998).

The Indian audience could get a wide variety of programmes, which has paved the way for niche channels like Bakthi, God, Animax, Pogo, Zee Music etc. each and every one could watch the programmes which he/she would like.

Today with the improved satellite communication and introduction of the DTH we are able to witness as many channels as possible, especially with the market open to private players in providing the DTH services to the common population. These private players include the TATA sky, Reliance, Dish TV, Air tel.



Important Dates

- Economic liberalization under the leadership of P V Narshima Rao and Dr.Manmohan Singh in 1990.
- Gulf war in 1991 and introduction of foreign channels in India
- Zee TV started in the year 1992

Assignment

1. List some entertainment channels and also some news and information channels available in your dish or cable connection.

5.6 BROADCAST ACTS & REGULATIONS

The Indian Telegraph Act, 1885: The Indian Telegraph Act was passed by the Legislature in 1885 and it came into force on 1st October, 1885.

The Copyright Act, 1957: the Indian Copyright Act was passed in 1914, which was mainly based on the U.K. Copyright Act, 1911.

The Prasar Bharati (Broadcasting Corporation of India) Act, 1990: The Prasar Bharati Act, 1990 was passed to provide for the establishment of a Broadcasting Corporation for India, to be known as Prasar Bharati.

Cable Television Networks (Regulation) Act, 1995: An Act to regulate the operation of cable television networks in the country and for matters connected therewith or incidental thereto.

The Broadcasting Bill, 1997: The bill is to provide for an independent authority to be known as the Broadcasting Authority of India which is for the purpose of facilitating and regulating broadcasting services in India.

The Communication Convergence Bill, 2001: The Communication Convergence Bill 2001, was introduced in Parliament on 31 August 2001

Two important laws have been explained for better understanding of the students. Students are advised to also look into other laws from the given source. www.indiantelevision.com

The Airwaves are Public

A land mark judgment was given by the Supreme Court when it said the Airwaves are public property. The issue came up during the cricket match of Hero Cup 1994, when the Ministry of Information and Broadcasting went for telecast rights. The Court said the Airwaves are not the property of the government and that it is provided under article 19 (1) (a) of the Indian constitution.

This is considered landmark because it has take away the monopoly of the government which it was exercising. The ruling has indeed helped many private organizations to enter the media spectrum by also providing a boosting hand for the F M Radio and community radio in India.

The Cable Television Networks (Regulation) Act, 1995

On 29th September, 1994 an Ordinance titled the Cable Television Networks (Regulation) Ordinance, 1994 was promulgated by the President to provide for the regulation of the operation of cable television networks in the country. The Ordinance was re-promulgated by the President on 17th January, 1995.

Cable Television is the talk of the day. In each and every corner of the country people talk about it. Urbanites have the privilege to enjoy the cable television which has spread its wings with the results that there has been a haphazard mushrooming of cable television networks all over the country due to availability of signals of foreign television networks via satellites. The programmes which are being projected on the satellite channels are predominantly western and are alien to our culture and way of life. On these cable television networks a lot of undesirable programmes and advertisements are also being screened without any fear of being checked. To check this tendency it has been considered necessary to regulate the operation of cable television networks in the country so as to bring about uniformity in their operation.

The Broadcasting Bill, 1997

The bill is to provide for an independent authority to be known as the Broadcasting Authority of India which is for the purpose of facilitating and regulating broadcasting services in India. The authority will have a perpetual succession and a common seal with powers to enter into a contract and can sue and can be sued in its name. It consists of a chairperson who will be appointed by President of India on recommendation from the Chairman of the states who will be the Chairman of the Committee the I & B minister and the Press council of India. It will also consist of maximum eleven part-time members to be appointed by the central government, a secretary to the government in charge of DOT, a secretary general .The Chairperson will be a whole time member and will hold office for a term of five years. He will be appointed from amongst the persons of eminence with more than fifteen years of experience in administration, law, broadcasting, programming, engineering, journalism etc .The part time members shall hold office for three years and also will be eligible for reappointment for the second term. The authority will hold a minimum of eight meetings every year. All questions raised or coming up at the meeting will be decided by majority.

The functions of authority will be

1. To carry out frequency planning of such frequencies or band of frequencies assigned to it by the wireless adviser to the government for the purpose of introducing services.
2. To grant licences for broadcasting services.
3. To ensure that wide range of broadcasting services are available throughout India.
4. To ensure services of high quality and offer a wide range of programmes to appeal to variety of tastes and interests.
5. To determine the programme code and standard.

6. To take necessary action for violation of code, violation of condition of licence.
7. To set technical and other quality standards to ensure a reasonable quality of reception.

Source of Cable Television Networks Act and The Broadcasting Bill, 1997 Form

www.indiantelevision.com Read the full Act for more Information

Images are from Google.

5.7 CONCLUSIONS

The mass media tools have emerged in the form of radio, then television and now the internet. These media tools have completely revolutionized the world we see today.

Television as a visual medium has changed the perception of the people around the world and the way they look and understand the other cultures and societies.

Television entered India in the year on 15th September 1959. Initially though the beginning was small due to poor infrastructure and high price, today it is part of every household in India.

The Satellite Instructional Television Experiment was launched on 1st August 1975 which successfully ran for one year, covering various programmes like health, food, sanitation, agriculture and various social issues.

Television and Radio got separated in the year 1976, and Television was known as Doordarshan.

In the year 1982 India launched its first colour transmission.

Doordarshan launched various channels after the entry of private television in India after the economic liberalization.

The Prasar Bharati Act, 1990 was passed to provide for the establishment of Broadcasting Corporation for India, to be known as Prasar Bharati.

Questions

1. Explain the Emergence of Television in India
2. What is the significance of SITE?
3. What is DTH and explain its features.

Short questions

Write short notes on the following:

- a. The Cable Television Networks (Regulation) Act, 1995
- b. The Broadcasting Bill, 1997