

Emergence and Growth of Print Media in India

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ABSTRACT

Media Industry is an important sector for any region, mostly because of its significant contribution for the socio-economic development. Present paper takes a look at history and growth of print media. It reviews its contribution and operational issues as an independent Industry. It attempts to analyze the future of print media in this electronic age. It looks at the paradigm shift the media industry has gone through fully particularly because of innovative process and improvements.

KEYWORDS – electronic,paradigm,innovative,significant,socio-economic.

OBJECTIVE OF THE STUDY

1. Identify the different forms of Print Media.
2. Market Analysis of Indian Print Media.
3. The Growth Story
4. To discuss the history of early Printing.

INTRODUCTION

Today, in this ultra modern world, the role of media and particularly of print media has been augmenting day by day. It has been serving as a vigilant watchdog of India. Print Media has created awareness among the people regarding their rights and duties. We can update ourselves just by going through the morning newspaper, getting each and every kind of news from every nook and corner of the world. There has been a world wide growth of print media even after the emergency of the electronic media. There has been an increase in the circulation of newspaper around the world even after the emergence of electronic media and the internet. The newspaper does play a very important role in the working of any democracy. The Print Media has been the hardest hit, talk of its extinction is premature and ignores the fact that it has and continues to play a significant role in consumer marketing. Print media is here to stay but its form and role will never be the same again. Like all media forms, print has evolved over time and has been undergoing a period of considerable change that began prior to the recent recession.

RESEARCH METHODOLOGY

1. Both primary and secondary datas were collected for analysis and Interpretation.

2. Secondary datas are used more to access the contribution of Print media.

EVOLUTION OF PRINT MEDIA

The oldest Mass medium is print media. Human history gives us a clue that posters, banners and pictures were first used to convey the messages. The evolution of print media can be studied under the following different phases

1. ANCIENT INDIA

- Education wasn't wider spread
- Meaning for communication was inadequate.
- Communication through imperial edict on copper plates, rocks, stone pillars.
- Daily news published in small pictures convey through painting.

2. MEDIEVAL INDIA

- Aurangzeb pioneered the concept communication network.
- News letters covers the local news and their leader expedition.
- Calligraphy flourished during this period.

NEW ERA

- Christian missionaries.
- During 16th century printing technology came to India by Christians group of fathers travel through coastal areas to convey news to public.
- Books, Dictionaries, Bible translation.
- September 15th, 1566 first printing machine set up in Goa, India.

3. PRINTING PRESS IN INDIA

- First printing press set up in Goa in 1556, September 15th, Doutrina Christ was printed.
- Second printing press set up in Coromandal Coast as its first Tamil Nadu printing press.
- Third, printing press in Bombay, 'Bhimji Parekh' was printed.
- Fourth printing press in Thanjore district and it's the second press in Tamil Nadu.

And next 15 years many printing press were set up in India.

- In 18th Century Grammar books were published in Southern languages.
- In 1714 first copy of New testimony in Tamil was published.
- In 1779, Tamil English Dictionary was published.

4. NEWSPAPERS IN INDIA- 18TH CENTURY

- In 1780, January 29th first newspaper 'Bengal Gazette' by James Augustus Hickey and Hickey is known as the father of journalism.
- In 1780, November second newspaper 'India Gazette' by Bernard Messnik and Peter Reed.
- In 1784 third newspaper 'Calcutta Gazette' alias "Oriental Advertiser".
- In 1785, fourth newspaper 'Bengal Journal' by Thomas Jones – Published Government advertisement at free of cost.
- In 1785 'Madras Courier' by Richard Johnston.
- In 1789 – Bombay Herald
- In 1790 'Bombay Herald'.
- In 1790 'Bombay Courier'.
- In 1791 'Bombay Gazette'.
- In 1795 'Indian Herala' by Humphereys.
- In 1798 – Madras Gazette by Robert Williams

5. NEWSPAPERS IN MADRAS

- In 1785, Madras Courier the first newspaper came to Madras, it's a four pages newspaper two pages for news, third page for readers forum and last page for advertisements, government decided to give advertisements.
- To control the press, suddenly government passed 'Censorship Act' in 1795 in Madras. After 1799 the 'Censorship Act' was implemented to all newspaper in India. New laws to press, before publishing the news proof sheets of the content should submit to the Government. Hence 'Bengal Gazette' newspaper banned.

6. NEWSPAPERS IN BOMBAY

- In 1789 'Bombay Herald', first newspaper in Bombay and it's a weekly.
- In 1790 'Bombay Courier', second newspaper in Bombay and founded Lukensh Burner by employees of East India Company. Bombay Courier later renamed as 'Bombay Times' and in 1791 first newspaper published Indian language advertisement in Gujarat.
- From Bombay timers two newspaper were originated, India Times and Bombay Gazette. In 1791 Bombay Gazette newspaper gave import to letters to the editor.

7. NEWSPAPERS IN INDIA-19TH CENTURY

- Christian missionaries started newspapers in India and also development of Vernacular newspapers started (Indian language newspapers).
- Lord Wilson wants to control the growth of Indian newspapers – news against the government. Band for Sunday newspapers, news should publish only after references, declaration (imprint, about the newspaper details and these details filled in Magi state court) should submit to the Government, no military and political news, if press violates the rules then immediate penalty / punishments. Government introduced concession deposit for newspapers.
- In mid of 19th century ‘The Hindu’ Madras Mail; In Bombay ‘Times of India’, In Calcutta ‘Telegraph’ and in Allahabad ‘Pioneer’ were started.
- In 1844, telegraph lines were introduced information pass through the telegraphic lines to press office.
- In 1861, ‘The Times of India’ was born from already three existing newspapers Bombay Times, Bombay Standard and Telegraph and the Courier.

8. HINDU

- In 1878 ‘Hindu’ monthly started by six people – G-Subramania Aiyer, M, Veera Raghavachariar, T.T. Rangachariar, P.V. Rangachariar, D. Kesavo Rao Pant and N. Subba Rao Pantulu.
- In 1883 Hindu published as Tri weekly (Monday, Wednesday and Friday evening).
- In 1885 the Indian National Congress was born (A.O. Hume, founder of INC), the Hindu supported the Government activities and wide coverage then
- In 1889 the Hindu Published

9. NEWSPAPERS IN INDIA-20TH CENTURY

NEWS AGENCIES

- Paul Reuter, German founded ‘Reuter’ news agency. In London, news agency ‘Central Press news agency’ distributed news to local newspapers. So Paul changed his views to give news to international agencies.
- Bombay Times – Bengali newspapers in India for first time used Reuter agency.
- In 1910’s Congress split into two (due to changes in the capital of the nation) liberals and nationalist. Liberals supported the change but Nationalist opposed it.
- The Newspapers in India was also split into two, new rule of laws introduced to suppress the growth of press.

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

ETHICS OF PRINT MEDIA

Print Media is most likely what you come in contact with on a daily basis. Its how you get your information and they include everything from newspapers and magazines to billboards and posters. Journalism top priority is to ensure that information provided is truthful and accurate, that professional ethics is understood and practiced. This is achieved by making ethical decisions that apply to the media.

Because being a credible source in the world of journalism program you will find at least one course on ethics that is required for students to take early in their undergraduate programs. This shows how huge of a role ethics plays in the field of journalism. Even the most well known journalism organizations worldwide, such as the society of Professional Journalism (SPJ), have their own ethical codes which others are encouraged to follow. SPJ's code of Ethics is accessible through its web site. The SPJ Code of Ethics consists of four main points, along the lines of looking for and reporting truth, decreasing harm; acting on one's own and being accountable. The code as SPJ states, is intended not as a set of "rules", but as a resource for ethical decision making. "The organization also states that under the first Amendment the freedom of speech, religion, the press, petition and assembly – its code is not and cannot be legally enforceable. It is merely a resource for journalists and others to use as they are producing information for the print media.

CHALLENGES TO PRINT MEDIA

Television and the Internet poses serious challenges to print media. Conventional wisdom in the media industry holds that existing, established forms of media adapt to new and emerging forms. For example radio adopted to the emergence of television rather than simply fading away. Media executives and scholars agree that newspapers, magazines and other forms of print media face serious challenges in terms of readers, revenue and even their existence.

FUTURE FORECASTING OF PRINT MEDIA

1. PRINT MEDIA HAS SCOPE IN DIGITAL AGE

The countrys print media is faced with challenges such as rising newsprint costs but has opportunities in the digital age. The print medias potential lies in the fact that the press reaches 35 per cent of its adults.

The Indian newspaper industrys turnover is expected to touch Rs. 13,500 crore this year from Rs. 12,000 crore last year. If the countrys growth were around eight percent, the industrys turnover would grow at 12-14 percent. Not only is there opportunity for the Indian print media to grow but growing consumerism has thrown up opportunities for special interest magazines. While other medias pose competition to the print media, changing technology would drive growth newspapers will have to redefine content. Never take a reader for granted". It is a challenge to retain readers.

2. PRINT MEDIA SCORES OVER T.V

The Print Media has been able to retain its loyal readership despite the growing influence of television. The reading habits among Indians, especially youth, has gone up slightly in the country during the last two years. The survey was conducted which was conducted on 397 publications 166 dailies and 231 magazines. The governing members of the council spent about 554 man-hours for the study. TV accounts for 68.8 percent of the total media exposure in the country from the sample survey, while the share of print media is 16.2 per cent and that of radio is 15 per cent. The sample population which was randomly selected was in the age group of 15 to 82 years. The survey said the influence of TV has reached 3.36 crore homes.

3. PRESENT AND FUTURE OF INDIAN MAGAZINE INDUSTRY

Ashish Bagga, CEO Indian Today Group is one of the session made observations about the current scene in the Indian magazine industry and said that there has been an unprecedented growth in mainstream magazines, niche publications and B2B periodicals in India. The relatively liberalized policy regime laid down by the Indian government in the areas of licensing and syndication of print media have benefitted the magazine industry by enabling the print companies to get the governments approval in first a year for 50 applications. Other area where magazines are facing challenges are real time constraints such as unrealistic norms for certifying paid circulations by the Indian ABC.

SUGGESTIONS IN FAVOUR OF PRINT MEDIA

- Establishing technical support for local and commercial initiatives in the print media.

- Improving the technical quality and content of the print media.
- Increasing and broadening readership of the print media.

CONCLUSION

After discussion in detail the emergence and growth of print media in the last few years in Indian context, we came to a logical conclusion that the over all growth of all these mediums has been tremendous particularly in last one decade or so. As far as print media is concerned not only the number of newspapers, magazines and journals have increased in all the Indian languages including English their circulation and readership has also gone up. At the same time Television and internet poses serious challenges to print media. The Print media as an industry, has come a long way and to stay further to contribute to socio-economic development of the region.

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