

The History and Development of Telugu Spiritual Magazines in India Evolution and Classification of the Telugu Spiritual Magazines

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ABSTRACT

The word magazine derives from the Arabic word makhazin. The actual meaning of this word is storehouse. With similarities to the French word magasin, the meaning is store. In a literal sense, magazines are a storehouse for different types of information placed collectively under one cover. A special interest magazine differs from a general interest magazine because it covers topics which are more specific to a particular audience or readers. The magazine or Periodical which solely focus on or dedicated to the Religious, Spiritual / Devotional subject or interest can be called as a Spiritual / Devotional Magazine. Most of the pre-independence periodicals in India promoted (Bhakti) Devotional philosophy and spirituality. Some of those magazines claim to be particularly spiritual or devotional magazines. Post-independence so many spiritual magazines have been established. Spiritual or Devotional (Bhakti) magazines can be divided into three main categories based on religion, publication and period of time. This research study clearly describes about various types of Telugu Language spiritual magazines in India.

I. RESEARCH METHODOLOGY

Quantitative Analysis

In this method data has been procured from various research and history books. It has been analyzed and the essence has been taken from the analyzed extract.

DATA AND SOURCES OF DATA

1. Information gathered and obtained through the field visits to the several respected spiritual magazine's registered offices by the research Scholar Malladi Venkata Gopala Krishna.
2. Information gathered and obtained through the personal interviews of the several respected Telugu Spiritual magazine's editors and the managements by the research Scholar Malladi Venkata Gopala Krishna.
3. Information gathered about the evolution and classification of the Spiritual Magazines in India from various Research books, History books, journals and papers are the primary source of Data.

MAIN CONTENT

RELIGION

- “Belief in spirituality is religion” - Edward Brunet Taylor
- “Religion is belief in supernatural powers” – Taylor
- “Religion is unshakable, never breakable and unwavering faith” - Fredric Ferry
- “The Spirit of Atma – Paramatma belief and feeling that has been spreading in South India since time immemorial called Animism was the first religion of primitive man”
- Reverend Whitehead 1
- “Perfect faith is religion” - Friedrich Schleier Maher

These are all the definitions of religion given by well-known Western philosophers and sociologists. The influence of “Sanatana Dharma” on these is evident and very strong.

SPIRITUALITY / DEVOTION

Both the words Devotion and Spirituality are inextricably linked. In many cases, both are used interchangeably in normal practice.

1. Shravanam Kirtanam Vishnoh Smaranam Pada Sevanam
Archanam vandanam dasyaam sakhyamatma nivedanam ||
(Srimad Bhagavatam VII) - Veda Vyasa
2. Some believe that the word Bhakti is derived from the root word “Bhaj”. Some others believe that it was derived from the root word called “Bhanj”. Thus derivation of a word is being extracted by the phonetical form of the root word in Panini's style of Sanskrit grammar.
(Verses of Basaveshwara-a comprehensive review, Ramaiyya Baadala, P.285)
3. The actual meaning of the sound derived from the root word “bhaj” means “service”. “Bhanj” means separation, dismemberment, part there-of.
(Verses of Basaveshwara-a comprehensive review, Ramaiyya Baadala, P.285)

MAGAZINE / PERIODICAL

The word magazine derives from the Arabic word makhazin. The actual meaning of this word is storehouse. With similarities to the French word magasin, the meaning is store. In a literal sense, magazines are a storehouse for different types of information placed collectively under one cover.

Magazines are a type of literature, usually taking the form of a thin book with large pages, that contain articles, stories, poems, and illustrations about a certain topic or field of research. Most magazines are also referred to as periodicals because they are published once during a set period of time, such as weekly, monthly, Bi-Monthly, Tri-Monthly, Half Yearly or yearly issues.

The first magazine was published in Germany during the early 17th century, with the first issue of American Magazine (aptly named for the location of its publication) being issued in 1741.

SPIRITUAL / DEVOTIONAL MAGAZINE

The magazine or Periodical which solely focus on or dedicated to the Religious, Spiritual / Devotional subject or interest can be called as a Spiritual / Devotional Magazine.

Example :	1) Saptagiri	-	Telugu Spiritual Magazine
	2) Sree Ramakrishna Prabha	-	Telugu Spiritual Magazine
	3) Sree Peetham	-	Telugu Spiritual Magazine
	4) Bharateeya Rushi Peetham	-	Telugu Spiritual Magazine
	5) Srisaila Prabha	-	Telugu Spiritual Magazine

A special interest magazine differs from a general interest magazine because it covers topics which are more specific to a particular audience or readers. While a general topic magazine may discuss various aspects of life but a special interest magazine may target the specific faculty or interest. Likewise, a general sports magazine may discuss multiple activities while a special interest magazine focuses solely on a particular subject or field. Special interest magazines, similar to the general interest category, are widely available to the public and can regularly be found in stores or online.

SPIRITUAL MAGAZINES OF PRE-INDEPENDENT INDIA

Most of the pre-independence periodicals in India promoted (Bhakti) Devotional philosophy and spirituality. Some of those magazines claim to be particularly spiritual or devotional magazines. The following are the some of the examples of Hindu Spiritual or Devotional magazines of pre-independence.

1 . SATYA SAMVARDHINI	11 . SREE RAMA SEVA
2 . RAJA YOGI	12 . MEEMAMSA
3 . EESWARAVADI	13 . SAIVA PRACHARINI PATRIKA
4 . SWADHARMA PRAKASINI	14 . SAIVA MATA PRAKASIKA
5 . SRI BHARATI	15 . SAIVA RAHASYA BODHINI
6 . VIVEKODAYAM	16 . SATSANGA
7 . SUBODHINI	17 . HINDUSREE
8 . SRI VAISHNAVA	18 . YADHARDHA BHARATI
9 . SRUTI DHARMA SANJEEVANI	19 . VIBHOOTI
10 . DHARMA SAADHANI	20 . GO SEVA

SPIRITUAL MAGAZINES OF POST-INDEPENDENT INDIA

Spiritual or Devotional (Bhakti) magazines can be divided into three main categories based on religion, publication and period of time.

Table 1.1
Classification of devotional magazines and Journals on the basis of religion

Vedic religion					
Shaivism			Vaishnavism		Saakteyam
Shaivism	Veerashaivism (Extreme Shaivism)		Vaishnavam	Veera Vaishnavam (Extreme Vaishnavam)	
	Lingayatam	Aaraadhyam			

Table 1.2
Classification of devotional magazines and Journals on the basis of publication

Magazines published by the Governments	Magazines published by the Temples	Magazines published by the Charitable Organizations, Monasteries and Ashrams	Magazines published by the Private, Press and Media Organizations
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Table 1.3
Classification of devotional magazines on the basis of time period

Weekly	Monthly	Bi-Monthly	Quarterly	Half Yearly	Yearly	Special Edition
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SHAIVITE MAGAZINES

1 . BASAVA KRUPA

This magazine was started in 2001. Editor's name Dhupam Basava Nagayya. It is a magazine that propagates purely Saivite philosophy. Articles related to Saivite philosophy, news and features related to that cult, temple darshan and Lord shiva's kalyanotsavam details are published in this magazine.

2 . SRISAILA PRABHA

Srisaila Devasthanam started Srisaila Prabha Masa Patrika in 1965. So far 58 volumes and 693 issues of this magazine have been published. This magazine publishes details about Srisailam, a famous Shaivite temple. Initially, this magazine was limited to Saivite propaganda and the details of various festivals and special events held in Srisaila Devasthanam. Slowly it has evolved into a complete devotional magazine today.

Picture 1.1



(SRISAILAPRABHA, SUBHAKRUT– BHADRAPADAM – AASWIYUJAM, SEPTEMBER 2022 ISSUE COVER PAGE)

VAISHNAVITE MAGAZINES

The influence of Vaishnavism is more visibly significant on the land of Telugu and Tamil states in the country. Vishnu is strongly believed to be the only God in this religion. Vaishnavism was widely propagated by the famous priests and monks like Shathagopa, Nadamuni, Pundarikaksha, Ramamisru and Yamunacharya in South India.

The influence of Vaishnavism is more visible in Telugu and Tamil countries. Vishnu is strongly believed to be the only God in this religion. Vaishnavism was widely propagated by Shathagopu, Nadamuni, Pundarikaksha, Ramamisru and Yamunacharya in South India.

“Sri Venkateswara” magazine, “Saptagiri” monthly magazine published under the aegis of Tirumala Tirupati Devasthanam, “Mantralayam” magazine published on behalf of Mantralayam Sri Raghavendra Swamy Math are good examples of Vaishnava religious magazines.

1 . SREE VENKATESWARA PATRIKA

In 1907, Srinivasacharyulu founded Sri Venkateswara Patrika and published it from Vijayawada. In the later period Sri Vaishnava (1920) which came under the leadership of T.N.Chakravarti Srinivasa Rangacharyu also gained popularity as a popular devotional magazine during his editorial span.

2 . SAPTAGIRI

Saptagiri spiritual monthly is published under the auspices of Tirumala Tirupati Devasthanam. The year 2022 marks the completion of fifty-two years since the launch of the Saptagiri spiritual magazine.

This magazine contains Sankeerthanamritham of famous Vaaaggeyakara Annamayya, glory of Tirumala Divya Kshetra, regular poojas to Tirumalesh, kainkaryas, many festivals of Swami, details of Brahmotsavam, details of Agama Shastras, Shataka literature.

Along with these, the information and description of festivals, spiritual, religious, mythological, historical, poetic works and Astrological predictions and verity of topics related to child ethics, entertainment, pictorial-anlytical stories, paintings, quiz, Vaikuntha Pali in this magazine every month.

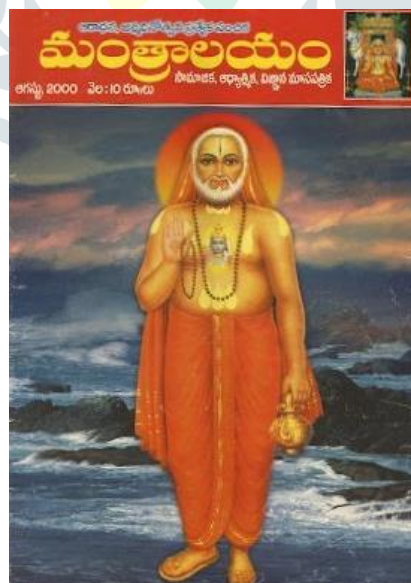
Picture 1.2



(SAPTAGIRI, SPIRITUAL MONTHLY, SEPTEMBER 2022 ISSUE COVERPAGE)

3 . MANTRALAYAM

Picture 1.3



(MANTRALAYAM, SPIRITUAL MONTHLY, AUGUST 2000 ISSUE COVER PAGE)

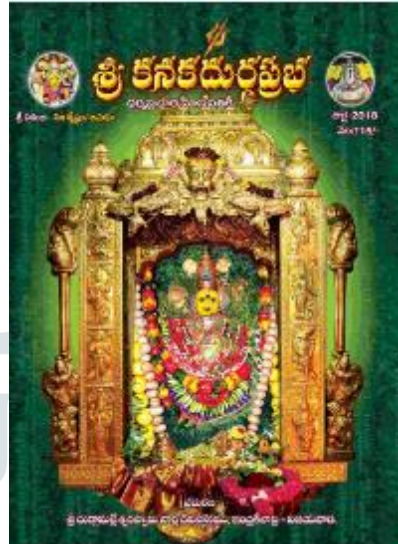
This magazine was started at Hyderabad in the year 1999. It contains the features and articles related to the Mantralaya Sree Raghavendra swamy. The mission of this magazine is to work for the revival of infinite spiritual power and to propagate Dharma. Apart from these there

are some other spiritual magazines like Yadagiri and Vaishnava related to Sree Vaishnava cult of Hindu religion.

SHAKTEYA RELIGIOUS MAGAZINES

1 . SREE KANAKADURGA PRABHA

Picture 1.4



(SREE KANAKADURGA PRABHA, JULY 2018 ISSUE, COVER PAGE)

The Shakteya cult of Hindu religion says that The supreme Goddess Mother Para Sakti is the great dynamic force that pervades the entire world. Sakteya Patrikas are popular magazines that publish things related to the Supreme Goddess Mother Aadi Shakti. Sri Durga Malleswara Swamy Devasthanam, a famous shrine Vijayawada City in the Andhra Pradesh state, has been publishing a monthly magazine named Sri Kanakadurga Prabha since 2003.

MAGAZINES PUBLISHED BY THE GOVERNMENTS

1 . AARADHANA

Endowments department of Andhra Pradesh Government started this magazine in the year 1955 as a Tri-lingual magazine which includes Telugu, English and Sanskrit. In the first issue of Aradhana English magazine the editorial board has clearly mentioned and declared that it is purely a “Religious Magazine”.

The then editor was Vadlamudi Gopalakrishnaiah and the sub-editor was P. Perayashastri. At that time, senior officials of the Revenue Department and the Government were members of the Editorial Board and the Advisory Board/Committee.

MAGAZINES PUBLISHED BY THE TEMPLES

Srisailaprabha and Saptagiri are two major magazines published by temples. Apart from these, Panchmukhi and VAK are the main magazines published under the auspices of the temples.

- 1 . PANCHAMUKHI**
- 2 . VAK (The Voice of Temples)**

MAGAZINES PUBLISHED BY THE CHARITABLE ORGANIZATIONS, MONASTERIES AND ASHRAMS

Magazines Published By The Charitable Organizations and Monasteries

1 . SANKARA KRUPA

This is a magazine is being published on behalf of Sringeri Shankara Math Chaturamnaya Sarada Peetham. It was established in Tenali in 1961 with the blessings of Sringeri Jagadguru Paramahansa Parivrajakacharya Sri Bharatithirtha Swami. The first editor was Chinthalapati Sivarama sastry. Chintalapati Dakshinamurthy became the editor after the demise of Sivarama sastry.

Later the great scholar Tummalapalli Ramalingeswara Rao became the editor. After his tenure T. Harihara Sharma took over the editorial duties. VV Manikya Rao, the former Director of Information Department, is acting as the printer and publisher of this magazine after his retirement. Now the magazine is being published from Hyderabad.

2 . SREE RAMAKRISHNA PRABHA

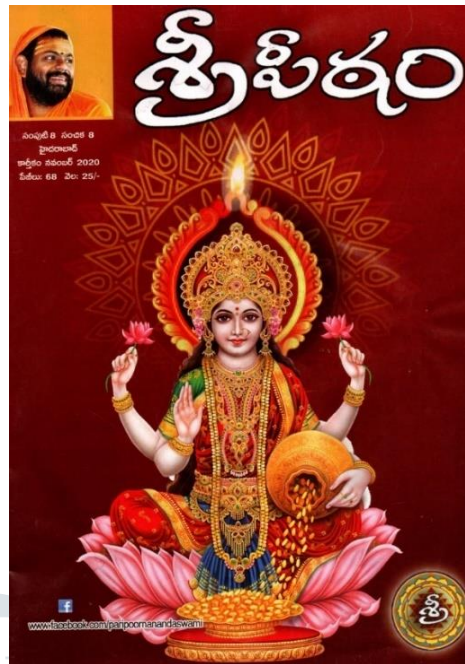
This magazine is published by Ramakrishna Muth and was founded in 1944. The present managing editor is Swami Gnanadananda. Editor Swami Parijneyananda.

3. SREE PEETHAM

The spiritual introduction of Shripeetham head and the monk Parama hamsa Paripoornananda Swamy and eminent scholar, spiritual personality RV Krishna Rao lead to the establishment of spiritual magazine “Shripeethm”. They met each other at Coimbatore Dayananda Saraswati Ashram. Sri Dayananda Saraswati is the Guru of Sri Paripoornanda.

At that time, Paripoornananda Swamy was giving the verses on Bhagavad Gita in Sri Venkateswara Bhakti Channel. R.V.V.Krishna Rao was impressed by those prophecies, have taken the responsibility of execution of the programs conducted by Swami Paripoornananda at Hyderabad. Thus a good relation between both of them lead to the establishment of Sree Peetham magazine later on stage.

Picture 1.7



(SREE PEETHAM, SPIRITUAL MONTHLY, VOL 8, ISSUE 8, KARTIKAM, NOVEMBER, 2020, COVER PAGE.)

"To imbibe moral and ethical values based on Sanatana Dharma, particularly focusing on youth" is the basic principle of Sree Peetham magazine. This magazine is being established on the first day of January 2013 at Hyderabad.

4. BHARATEEYA RUSHI PEETHAM

Dr. Samavedam Venkata Shanmukha Sharma was born on 26th June, 1967. Parents Srimati Ramanamma and Sri Ramamurthy Sharma. Born in a scholarly family, he got a firm grip on Vedic Sarasvatam and literature at an early age. Graduated in Economics with Honors from Berhampur University.

He developed a passion for the teachings on the lives of sages like Adisankara, Ramakrishna Paramahansa, Vivekananda and Bhagavan Ramana Maharshi. That passion grew up and gave way to a good will to serve and preserve the orthodox Indian tradition.

He has studied a number of sciences along with the spiritual science and started writing and giving speeches to spread that knowledge to everyone. Rishi Peetham Charitable Trust has been set up and a spiritual magazine has been established in the name of Bharateeya Rushi Peetham to propagate the Sanatana Vedic Dharma.

Picture 1.8



(BHARATEEYA RUSHI PEETHAM, SPIRITUAL MONTHLY, DECEMBER 2018, VOL 5, ISSUE 11.)

There are some other magazines also in this section which are mentioned bellow.

Sree Gouranga
Kala Gnana Sudha

Aananda Saadhanam
Jai Sadguru Bharati

MAGAZINES PUBLISHED BY THE ASHRAMS

1 . BHAKTI SANJEEVANI

This is a magazine published by Ontimitta Valmiki Ashram. It has specific rules of procedure and code of conduct. It seems that this magazine is dedicated only to Bhakti Tattva thinking, propagation of righteous behavior and service.

Picture 1.9



(BHAKTI SANJEEVANI, SPIRITUAL MONTHLY, 1929, VOL 1, ISSUE 3, COVER PAGE.)

Picture 1.10

శ్రీరామాయణము.

శ్రీ భక్తి సంజీవని.

ఇది శ్రీ భక్తి సంజీవని కర్త యోగముల జెలుపు మాసపత్రిక.

ప్రతి మాసమునూ సారాంశమున జెలువబడుచుండును.

విశేషములు - ప్రకాశకుడు వావిలికొలను ముప్పారావు,
(వామనాసుడు) కొంటిమిట్ట

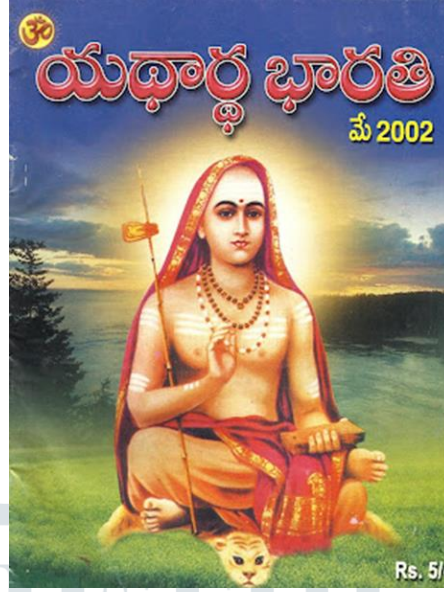
పంపుటము రు. విభవనామ సంపత్పత్రికము నందికె. మాన్యు ౧౯౨౯ సం. ౧

చం. జనకుని వల్లెవార్యులకు, వల్లె ద్వారాది సుఖము రాజ్యములు జన నెది దండకాటవికి? భాగ్యశ్రీశ్రీ మామయింక నె. స్కొన వరువెత్తె చెవ్వి? ముగూర్చి గుహంకును గల్గె వెవ్వి? యా! వనజభావనాదేవ్య వచనాదిజముల్ శీలనా వహించెదల || 1 ||

(BHAKTI SANJEEVANI, SPIRITUAL MONTHLY, 1929 VOL 1, ISSUE 3, P.1.)

2 . YADHARDHA BHARATI

Picture 1.11



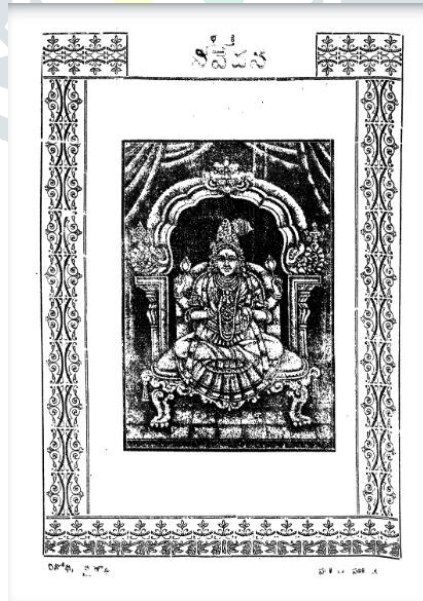
(YADHARDHA BHARATI, SPIRITUAL MONTHLY, MAY 2002 ISSUE COVER PAGE.)

This magazine is published under the auspices of Vyasashram at Erpedu in Chittoor district. Sadguru Malayalam Swami started this magazine eighty years ago.

Until 2004, Sri Paripoornanadagiri Swamy was the editor. Samudrala Lakshmaiah is the Honorary Editor. They publish an English article also every month.

4 . BHAKTI NIVEDANA

Picture 1.12



(BHAKTI NIVEDANA, SPIRITUAL MONTHLY, VAISAKHAM 1949 ISSUE COVERPAGE.)

Picture 1.13



(BHAKTI NIVEDANA, SPIRITUALL MONTHLY, JAN 2002 ISSUE COVERPAGE.)

This magazine was started in 1947 at Sitanagaram, Guntur district. Tridandi Srimannarayana Ramanuja Swamy founded this magazine. Edited by Nyaya Vedanta Vidwan T. K. Gopalacharyu. At present this magazine is being published under the gracious blessings of Sri Tridandi Chinna Ramanuja Jeeyar Swamy.

We can see many other magazines under this category which are mentioned bellow.

SRI VISWA MEEMAMSA
SAI SEVA JHARI
VEDANTA BHERI
VISWA HINDU
SRI SIVANANDA VANI
SATYA PADHAMU
SANTI RADHAM
OM SAI RAM
SRI RAMANA JYOTI
SIVANANDA BHARATI
RUSHI PRASAD
SAKHA

SANATANA SARADHI
VISWA JANANI (MAATRUSRI)
GIRIDHARI
SAHAJA MARGAMU
VISWA PRAKASAM
VEDANTA PRABHA
DHARMA SARADHI
GEETA GNANA YOGA SAMACHAR
CHITSUDHA
SIVANANDA DIVYA JEEVANAM
SACHIDANANDA SADGURU SAI VANI
SANTI

MAGAZINES PUBLISHED BY THE CHARITABLE ORGANIZATIONS AND INSTITUTIONS

PRABODHA GEETA
DHYANA MALIKA
BHAKTI TEJAM
SUBHA VAARTA
SRI BHARATEEYA MARGAMU

MAGAZINES PUBLISHED BY THE PERSONS

SAMSKRUTI	CHATURMUKHA VANI	AYYAPPA VIJAYAM
GNANA CHANDRIKA	MAKARA JYOTI	SUPADHA
BHAKTI RANJANI	MELUKOLUPU	OMKARA VEDAM
CHAITANYA JYOTI	PUNYA KSHETRALU	KUMUDAM BHAKTI
OM VEDAVATI	DAIVAM	MAKARA SANDHYA
KANIPAKA VIJAYAM	DARSANAM	VEDAMATARAM
MYTHILI	TRIKARANMAYI	YADAGIRI
HINDU WORLD	DHARMA JYOTI	CHETANA
BHAKTI SUDHA	MANASSANTI	BHAKTI PRAPANCHAM
MANASSANTI	VELUGU	SREE KANTHA VANI
BHAKTI JYOTI	GURU PRIYA	BHAKTI TODAY
DIVYA DHATRI	BHAVISHYA VANI	VASUDHA
SAHASRARA	VAISHNAVA	CHATTADA SRI VAISHNAVA
SANKRANTI	MAKARA SANDHYA	MAHARSHI KALA GNANAM
SRI SAI ASTROLOGICAL MAGAZINE		

MAGAZINES PUBLISHED BY THE PRIVATE ORGANIZATIONS AND MEDIA HOUSES

- 1 . BHAKTI
- 2 . HINDU DHARMAM

DEVOTIONAL MAGAZINES DEVOTED TO SOCIAL REFORMS

Table 1.4

DEVOTIONAL MAGAZINES DEVOTED TO SOCIAL REFORMS

Magazine Name	Editor Name	Place of Publication	Year of Publication
TATVA BODHINI	-	CHENNAI	1864
HINDU JANA SAMSKARINI	MANNAVA BUCHAYYA	CHENNAI	1885
CHINTAMANI	NYAPATI SUBBARAO	RAJAHMUNDRAY	1891
SATYA SAMVARDHINI	VENKATA SIVUDU	RAJAHMUNDRAY	1901
EESWARA DARSINI	-	CHENNAI	1905
MANAVA SEVA	KANDULA SRIMANNARAYANA MURTHY	RAJAHMUNDRAY	1912
BRAMHA DHARMA PRAKASIKA	PALAVAJJULA LAKSHMINARAYANA	RAJAHMUNDRAY	1919

RESULTS AND DESCRIPTION

We can say this is all the basic view of “The History and development of Telugu Spiritual Magazines, the Evolution and classification of the Telugu Spiritual Magazines in India”. Literature comes in many forms and covers a wide range of topics to appeal to the different types of masses. The invention of the printing press and printing technology lead to the evolution of NEWS papers, Novels, Stories and books which have delivered the readers

valuable insight into the fields including Philosophy, history, applied Sciences, literature, law and so many other faculties. Magazines are another form of media outlet used for the dissemination of information and knowledge that can bring the prosperity through various applications. Especially the spiritual magazines boosts up the morale and imbibe the good nature and qualities those are derived from the Vedic Indian tradition through their publications.

ACKNOWLEDGEMENT

Primary data collected from the bellow mentioned Field Visits, Personal interviews of the focused Groups, Research References, Books and Dictionaries and being analyzed to write this Research paper / Article. This is my own writing about the parts mentioned in the index.

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12. Information gathered and obtained through the personal interviews of the several respected Telugu Spiritual magazine's editors and the managements by the research Scholar Malladi Venkata Gopala Krishna.

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- ❖ There are three types of Emotional transmission in humans. 1. Internal Communication, 2. Inter personal Communication and 3. Intra Personal Communication.