



The History and Development of Telugu Magazines in India

Evolution and Classification of the Telugu Magazines

Katragadda Ajita

Executive Editor - Maha News

Research Scholar

Potti Sree Ramulu Telugu University, Hyderabad, Telangana.

ABSTRACT

The Journey of the Telugu Magazines and Newspapers in India was very tough in the initial stages. News, topics, and Magazine patterns were changed gradually according to the time and need of the hour. Today there are plenty of News papers and Magazines are there in the country. But at the initial stages the beginning history of the magazines in India was very tough because of the British Rule. The linguistic approach has changed the style of the Telugu magazines. In the beginning, all the magazines used to focus on Traditional language pattern called "Grandhika Bhasha". In course-of time it has changed into a simple scriptural and colloquial language. The development of the art of printing and the paper industry brought great changes in the publication industry. As the speed of publication of papers and magazines increased, the social system also changed very rapidly in this country.

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

Information about the evolution of the Print media, Press and Telugu Printing is the main primary content in this research

1. Information gathered and obtained through the field visits to the several respected spiritual magazine's registered offices by the research Scholar
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
3. Information gathered from various Research books, History books, journals and papers are the primary source of Data.

MAIN CONTENT

The Press in India at initial stages

The British rulers had transformed Calcutta into their workplace by 18th century. The first Indian magazine Bengal Gazette published from Calcutta. The magazine came to light on Saturday, January 29, 1780 AD. James August Hiki was the editor. Two-page Bengal Gazette was a weekly in the initial days. It was also popular by the names Calcutta journal Advisor and Hiki's Gazette. Hiki published about the injustices of the British company, the way Indians are deceived by the rulers, the huge loss to the country and irregularities in his magazine. As a result, the British government was outraged and imprisoned him. The British Government took over the magazine after the death of Hiki. Shortly thereafter, two Englishmen, Bernald Messianic and Peter Reed, started a magazine from Calcutta. This is also an English language weekly. Its administrators praised the government and gained profits. Another English language weekly called Calcutta Gazette began in February 1784. It later became a government gazette. In 1785, the Bengal Journal was launched. Thomas Jones was the editor for this Journal. Later, Oriental Magazine was launched. This was also called as Calcutta Amusement. Madras Courier was born in Madras later. It was recognized by the government. Richard Johnson was the publisher. Calcutta Chronicle was published in 1786 from Calcutta. The magazines Asiatic Mirror, Indian Daily News, Telegraph, Oriental Star and Relator were also born from the same place. Bombay Herald was published in 1789 from Bombay. Lucas Parmer started the Bombay Courier magazine in 1790. It became the foundation for Times of India later. Bombay Herald and Bombay Gazette were merged in 1792. Robert Williams started the Weekly Madras Gazette from Madras in the year 1795. The India Herald magazine was later established by Humpries. He was sentenced by the British Government due to lack of permission. Later the British Government imposed restrictions on the press. Those restrictions went to the peak stage by 1799. Magazines in India struggled to survive in the 18th century a lot.

The emergence of Indian magazines

Gangadhara Bhattacharya published the first Indian magazine Bengal Gazette in 1816 from Bengal. It was the first magazine published by Indians. He published a magazine called Digdarshan under the auspices of the Sirampur Missionary in 1818. Later, under the auspices of the missionary, the Bengali weekly Samachar Darpan began. Indian philosophy and culture were criticized in this magazine. Raja Ramamohan Roy has written many letters to the magazine condemning all those. But they have not published any one of those letters. Enraged Ramamohan Roy inaugurated the Brahminical Magazine. The magazine stopped publishing after 12 editions. Ramamohan Roy started a magazine called Samvada Kaumudi in 1821, he himself was the managing editor for that. Yugal Kishore Shukla started a Hindi magazine by the name Uday Martand from Calcutta. This magazine was stopped due to financial difficulties. The Governor General Sir Charles Met Calf canceled the all the restrictions against the magazines in the year 1835, by the act of which the Indian magazines took breath and felt relaxed a bit. The English newspaper Wo Crescent started from Madras in 1844. It was totally against the rule of British and the Government officials.

The first-generation Telugu magazines

The first Telugu magazine is Satya Doota according to many scholars and historians' point of view. Nidadavolu Venkatarao and Narla Venkateswara Rao defended this. According to missionary records, there is a Tamil magazine called Truth Full Messenger. Some believe that the Telugu translation of this name is Satya doota.

Madras Chronicle

According to Tamil Nadu archives, in 1832, the Constantine sampie, Adishaiva, Visakha Perumal Iyer and Saravana Perumal Iyer have been filed an application for the sanction of permission to open a magazine in Telugu and Tamil. Historians believe that this is Madras Chronicle. According to the press release of Reverend J Long government in 1855, The first Telugu and Tamil newspapers were published in 1853.

Karnatic Chronicle

In the November 1833 issue of the Asiatic Journal, there was a write up about the magazines printed in English, Tamil, and Telugu. This might be about the Karnatic Chronicle. The news translated from English to Telugu and Tamil was published in this magazine.

Fort Cent George Gazette

The Fort Cent Geprge Gazette was published in 1832. Commercial advertisements were published in this magazine. This magazine was first published in English and later on it was published in Telugu Language from 1834.

Vruttanti

Vruttanti was published from Madras during 1833 to 1838 and Mandigala Venkataraya Sastry was the editor. Translated English news to Telugu and Tamil were published in this.

Vartamana Tarangini

This was another Telugu magazine which was published from Madras. Sayyad Rahamatulla was the publisher and Puvvada Venkatrao was the editor. The first issue was published on 1842 June 8th. The size of this magazine was Demmy, and the subscription charge was a Rupee per month and 10 rupees per year. This magazine with 12 pages was usually released on every Wednesday later the released day was changed to Thursday. This magazine published the special supplements even and National and international news were the main content in this magazine. Politics, Geography, Mathematics, Tradition, and culture were the main themes for the content. Eminent scholars like Paravastu Chinnayya Suri use to write letters to this magazine and it was that much popular.

Hitavadi

British official Edmond J Sharki started Hitavadi Magazine in the year 1848. Some of the magazines are reported to be in the British Museum Library in London. (Dr. V. Lakshmana Reddy, Telugu Journalism Incarnation, Development) The main mission of this magazine is the Christian religion. This includes government rules, universal statements and national news.

Dina vartamani

The magazine was born in Madras in 1855 and was primarily published in Tamil later in Telug since 1856. The weekly was like a newspaper. Reverend Peter Pessimal is the editor of this magazine. The highest priority of Christian religious propaganda is a big part of this magazine. science and criticism were also there. As it supported the Government unconditionally it got the privileges of free building and Rs 200 compensation per month. Near about 700 copies were sold per month. Later Godavari Educationist (Rajahmundry); Sriyakshini (Bellary, 1863); Sujarananjani (Madras, 1864); Philosophy (Madras, 1864); Native Public Opinion (Madras, 1865); Andhra Bhasha Sanjeevani (Madras, 1871); The magazines like the affair (Madras and 1872) have come. All those magazines got the readers' admiration. These magazines worked well during the Independence Movement.

RESULTS AND DESCRIPTION

We can say this is all the basic view of “The History and development of Telugu Magazines and the Evolution and classification of the Telugu Magazines in India”. Development of printing technology led to the evolution of NEWS papers. Magazines are another form of media outlet used for the dissemination of information.

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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.

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