The printing press preceded the advent of printed news in India by about 100 years. It was in 1674 that the first printing apparatus was established in Bombay, followed by Madras in 1772. The evolution of the Indian media since has been fraught with developmental difficulties; illiteracy, colonial constraints and repression, poverty, and apathy thwarting interest in news and media. "Newspaper history in India is inextricably tangled with political history"¹. The first English language newspaper in India was James Hickey’s Bengal Gazette, which was launched in 1780. The Bengal Gazette and the India Gazette were followed by the Calcutta Gazette, which subsequently became the government's "medium for making its general orders"². In less than half a century thereon, India saw many news publications following his footsteps. Some English newspapers of those days, established by Englishmen like Knight, broke with the press of the British Raj in criticizing the high-handedness of the bureaucracy in India, the disrespectful manner in which Indian culture was documented in school books, the tax system etc, and also spoke out against the bias in reporting on Indian uprisings. The Bombay Herald, The Statesmen in Calcutta and the Madras Mail and The Hindu, along with many other rivals in Madras, represented the metropolitan voice of India and its people. While Statesman voiced the English rulers' voice, The Hindu became the beacon of patriotism in the South. The Hindu was founded in Madras as a counter to the Madras Mail. Patriotic movements grew in proportion with the colonial ruthlessness, and a vehicle of information dissemination became a tool for freedom struggle. In the struggle for freedom, journalists in the twentieth century performed a dual role as professionals and nationalists.

Many of today’s leading English national dailies came into circulation in the pre-independence era. They were mostly the brainchildren of reformist-minded young Indians who aimed at creating awareness about the exploitative nature of the British. Many freedom fighters and social reformers of the time had newspapers to their credit, each pushing for a cause and making a case. Simultaneous was the rise of regional language newspapers. These spoke to people in their mother-tongue and hence, connected better with them.
After Independence, both regional and English-language newspapers continued to expand in sphere and influence. English newspapers, their ownership now having passed into the hands of solely Indian shareholders, are mostly concentrated in big cities and major towns. This was because of the limited penetration of English into rural areas. Hindi language press was more popular in these areas because of the publication and popularity of local news, sponsors who saw opportunity in advertising their products to niche consumers and the promotion of Hindi press by the State Governments by fuelling finance into it. Moreover, affluent families floated newspapers after independence for gaining personal influence over the society after independence. They were extended government support and assistance as they had enough money to raise the newspaper industry standards. The most successful among the family owned newspapers, the Malayalam Manorama and The Hindu had set example in the field of journalism and had also created their individuality as well. Other examples of family owned newspapers are: The Deccan Herald, The Punjab Kesari, The Maharashtra Times, The Navbharat Times, The Loksatta, the Daiinik Jagran, Rajasthan Patrika, Amar Ujala, Sakal and Bartman.

English language newspapers were mainly urban national dailies, with countrywide circulation and multiple editions and had bigger financiers and sponsors. They were used as a medium of instruction in the English language by those keen to learn, though a lack of proofreaders has today brought down their grammatical quality. Traditionally, they followed Queen’s English, but with the growing acceptance of American English, a mixed style is observed today. With the emphasis laid on knowledge of English for success in the mainstream, simultaneous penetration of the English medium and English newspapers in the countryside can be a useful educational mix.

Robin Jeffrey comments: "In 1976, the Registrar of Newspapers for India had recorded 875 papers and in 1995 there were 4,453. Newspapers did not expand simply because the technology was available to make Indian scripts live as they had not been able to live before. Nor did newspaper grow simply because more people knew how to read and write. They grew because entrepreneurs detected a growing hunger for information among ever-widening sections of India's people, who were potential consumers as well as newspaper readers. A race began to reach this audience advertising avenues were the prizes and these would come largely to newspapers that could convince advertisers that they had more readers than their rivals. Readers,
meanwhile, were saying implicitly: 'We will read newspapers that tell us about ourselves and reflect our concerns.'

There were nationalist echoes from other linguistic regional provinces. Bengal, Gujarat, Tamil, Karalla, Punjab and Uttar Pradesh produced dailies in regional languages. Hindi and Urdu were largely instrumental in voicing the viewpoints and aspirations of both Hindus and Muslims of the Northern provinces. As communalism and religious intolerance increased before and after partition, Urdu remained primarily the language of Muslims, as Pakistan chose this language as its lingua franca. After partition, the cause of Urdu and its newspapers, suffered a setback as Hindu reactionaries began to recognize the association of Urdu with Islam and Pakistan

**HINDI AS NATIONAL LANGUAGE**

It is very important to know that language is a social medium, through which we communicate with each other. Language is a powerful medium for our social existence. Every language represents a group of people, their emotions, their styles of living and unites them together. India is a multilingual nation and consists of diverse cultures, religions and people but is united at the core. Historically, Sanskrit was responsible for uniting the country and now is followed by Hindi language. Since last one thousand years, Hindi has been the main language of communication in India. Hindi literature is not restricted to the poetical concepts of Khari boli. It includes a vast variety of poetical concepts of authors like Prasad, Pant, Nirala, Premchand, Muktibodh etc as well as writings of Tulsidas, Jayasi, Vidyapathi etc. Hindi literature is based upon Awadi, Brij, Maithali languages but at the core Hindi literature is unified. Though Hindi has acquired its formal and technical vocabulary from Sanskrit, Hindi was also very popular amongst Muslims as it was the main language of communication in Delhi and its nearby places. Muslims learned Hindi to increase their trade in Delhi and included a large number of Persian, Arabic and Turkish words to it. Hindi played a crucial role in the formation of a link language as Mughals expanded their conquests in Central, North and Northwest regions of South Asia. Hindi became the common language of Mughal army. Soon, Persian language got replaced by Hindustani in Courts of South Asia and also amongst nobles.
With Muslims, many saints also utilized Hindi language to propagate their ideologies amongst people. Slowly, Hindi gained popularity in all directions of India and gained acceptability as a link language. In order to understand the role of Hindi in unifying India, a glance on the historical and modern status of religion, culture, trade and commerce situation has to be analyzed. The inception of Hindi in India is the result of religious revolt carried out by the saints. Saints of eighth century used Hindi as a main language of communication to gain public support in their favour. This religious revolt started from South India and later spread to Eastern parts of India. Saint Ramanujayacharya belonged to Tamilnadu and he started propagating his teachings through Hindi language as it was the common link language amongst masses and gained public support. His foresight of gaining public support by utilizing a language that is understood by common people gave him success. Ramananda’s followers like like Surdas, Kabir, Tulsidas, Ravidas too utilized Hindi language as a medium of communication for their poetry and were very popular among masses. The Devotional Period extended between the 14th and the 17th century. The poets of this period are divided into two groups: Nirguna and Saguna poets, depending upon the devotional attitude towards the Lord. Those that put emphasis on the importance of knowledge for the realization of God were called the Saint poets. Kabir Das, Guru Nanak, Dharma Das, Maluk Das, Dadudayal, Sunder Das belong to this genre.¹⁴

Poets who believed love was the path of realizing God were called Sufi Poets. Jayasi, Manjhan, Kutuban and Usman were the pioneers of this school. Poets of the Saguna style are also separated into two groups: the followers of Ramah and those of Krishna. Tulsi Das is the leading poet of the former group along with Agra Das, Nabha Das and Pran Chand Chauhan.⁵ Tulsi Das depicts Rama as the ideal man in his classical works Ramacharitamanasa, Gitavali, Kavitavali and Vinay Patrika. The devotional period created immortal literature and is distinguished as the golden age of Hindi Poetry. It was because of these saints that Hindi in the form of Brijbhasha reached Assam, Maharashtra, Kerala, Kashmir and gained significance. Hindi language had played an important role in unifying India. Many Sikh Guru’s like Guru Nanak Dev Ji, Guru Gobind singh Ji utilized Hindi, Punjabi and Brij Bhasha in their writings which raised the level of Hindi as a language of communication.

Religious institutions of India had played an important role in popularizing Hindi and with time acceptability of Hindi language gained momentum. An important fact is this that India is a
multilingual nation and every region of India has their own native language like people of Tamil Nadu communicate in Tamil and people of Karnataka communicate in Kannada, Maharasthra people in Marathi etc. But a link language which can represent the whole country as one was required and Hindi slowly reached that level. Raja Ram Moha Roy from Bengal, Dwarkanath Thakur, Keshavchander Sen, Subhas Chander Bose, Bal Gangadhar Tilak, Acharya Vinoda Bhave etc., all legends of Indian history, favoured Hindi to be adopted as national language and made efforts for it as well. Mahatama Gandhi was a Gujarati by origin but was a strong supporter of Hindi to be made as a national language. Literary writings of Hindi had played an important role in unifying the country. During the struggle for independence, patriotic songs in Hindi became very popular and was successful in unifying the people of nation. Not only people of high stature popularized Hindi language, labour class people, who kept migrating to different states in India, played an important role in popularizing Hindi as a language of communication. When people of different communities and states of India communicate with each other, Hindi language plays the role of commonality amongst them.

Language is a strong instrument utilized by politicians, orators to influence people and bring forward their strong ideologies and opinions. Not only India but countries like Pakistan, Nigeria, Canada, Belgium, etc have utilized language as a strong tool in fighting various social issues. Formation of Pakistan as a separate country from India is a result of various factors like religious, social, economic differences but Urdu language had also played its role in it. Urdu language was responsible for unifying Muslims. Then it was the status of Urdu language which raised issues of integrity of Bangla people and led to formation of Bangladesh as a separate country. People of Bangladesh fought for their individuality in the lieu of the Bangla language, sidelining social, economic, and political factors. Politics and social reform dominated Urdu journalism from the very beginning of the 20th century. The political and social movements launched by the Congress, the Muslim League, the Hindu Mahasabha, the Arya Samaj, the Khilafat Committee and the Aligarh Movement, exercised profound influence on Urdu language newspapers and periodicals. They contributed towards the general growth of literature as well. The style became more forceful direct and a much richer and more varied vocabulary developed as a result of the increased tempo and the sharpening of social and political conflicts and the widening of horizons.
Demand for the formation of states on the basis of languages in India started in the nineteenth century itself. In 1894, Bihar had raised the demand for the formation of Bihar as a separate state from Bengal due to language differences. As a result of strong agitations, Congress had to accept the demand and Bihar was declared a separate state in 1908. Earlier in 1920, the members of the Indian National Congress had agreed on the linguistic reorganization of the Indian states as one of the party's political goals. The provincial committees of the party were set on this basis since 1920. In 1927, the Congress declared that it was committed to the redistribution of provinces on a linguistic basis, and reaffirmed its stance several times. India's freedom came at a high cost. The country was divided. India's border conflicts with two hostile neighbours, which forced at least three large scale wars, eclipsed other political issues. The democratic process, corrupted by criminals, unscrupulous bureaucrats and politicians, created a social climate that widened social and economic inequality. Nehru famously said: "I would rather have a completely free press with all the dangers involved in the wrong use of that freedom than a suppressed or regulated press".

Freedom of speech and expression is a Constitutionally guaranteed fundamental right of the Indian people. Article 19 (1a) ensures the implicit freedom but Article 19 (2) qualifies this in explicit terms. The Parliamentary Proceedings (Protection of Publication) Act of 1977 and the Prevention of Publication of Objectionable Matter (Repeal Act) of 1977 further reinforce and restrict these freedoms. While Constitutional guarantees ensure freedom of the press and expression, press and media are obligated by a self-regulatory system of ethics that protect individuals and organizations from libelous behavior. "Freedom of the press is an institutional freedom, PHASES OF HINDI JOURNALISM

At this time India was facing social and political transformation. Britishers were ruling India and they had no sympathy for Indian people. They just concentrated on exploiting Indian resources and transferring money to their nations. This resulted in economic recession in India. Indian exports were stopped by levying heavy duties and imports were made duty free. India was being ruined by clutches of Britishers. At that time Christianity was also being popularized in India. At this juncture, Raja Ram Mohan Roy stood up and raised his voice strongly against Britishers with the help of Hindi language press. He had strong opinion, foresight and his reformist ideas laid the foundation of Hindi language press. Jugal Kishore Shukla started Hindi weekly “Udhand
“Martand” from Calcutta, which became very popular but soon it had to be closed down due to financial strains in 1827. Shukla earns the reputation of being one of the pioneers of Hindi Journalism. Then in 1829, Bangdoot was introduced by Raja Ram Mohan Roy. It was a weekly newspaper, which was published in four languages: English, Bangla, French, and Hindi. Its editor was Neel Ratam Haldar. It was a vehicle for propagation of Roy’s views and thoughts and aimed at attacking orthodoxy, social vices and fanaticism. In 1845, Banaras Akhbar, another Hindi language newspaper was started from Kashi, under the editorship of Govind Raghunath Thatte. He was a patron of Raja Shiv Prasad. It covered local news and translations from Sanskrit books on law. Raja Shiv Prasad laid emphasis on development of a common language, which could include popular words in Persian, Urdu and Hindi. The circulation of this newspaper was confined to educated Hindi readers and it had 44 subscribers. In 1846 Martand, a Hindi, Urdu, Bengali, Persian and English—all in same issue, each in five columns was started and edited by Maulvi Nasiruddin.

In 1848, Malwa Akhbar from Madhya Pradesh was started by Prem Narayan. Again in 1850, another attempt was made by Jugal Kishore Shukla. He started a newspaper ‘Samtand Martand’. It was a weekly newspaper from Calcutta. In 1850, another newspaper, Sudhakar, was started. Its editor was Nara Mohan Mitra. It was a bi-lingual newspaper and the language used was Khari Boli. Munshi Sada Sukhlal, a scholar in Hindi, English and Urdu brought out Budhi Prakash from Agra in 1852. He had his own press. Sada Sukhlal had a novelty in his writing and in choice of subjects. He gave a modern approach to his writings. 1854 was an important year for Hindi journalism. First Hindi daily, “Samachar Sudha Varshan” from Calcutta was started under editorship of Shyam Sunder Sen. It was a bilingual newspaper and carried one page in Hindi and other in Bengali. It was published for 14 years. By that time Hindi language newspapers had become very popular in Calcutta, Bengal and Agra.

From 1857, change was observed in Hindi language newspapers. These papers had openly started supporting Indian freedom movement and raised voices against discrimination of British rule. Hindi language newspapers fearlessly supported freedom fighters and printed news against wrong doings of British government. Another Hindi newspaper, Payame Azadi, was started by a freedom fighter Azimullah Khan. It was patriotic in nature and fuelled patriotism in minds of people of Delhi. In this paper, Indian National Song was published on regular basis. Alarmed by the growth of the newspapers some of which preached nationalism and strong resentment against
British rule, the government brought in the Press Regulations Act of 1867, imposing severe restrictions on the publishers. It can be concluded that Hindi language newspapers in the beginning were more inclined towards national issues than regional and concentrated majorly on national movements. Most of them were weeklies and were not modern in approach. Bhartendu Harishchandra was considered equivalent to Raja Ram Mohan Roy in Bengali Journalism. Newspapers reflected social consciousness and led to development of Hindi Language. Papers usually carried news and opinions on important social issues and led to rise in social revolution in India. Bhartendu, through his newspapers, generated national awakening and promoted usage of Indian goods as compared to foreign goods. In the last decade of 19th century many important political and national newspapers were published from Bengal, Bihar, UP, Rajasthan, MP, Punjab etc which contributed to the development of journalism. On 15 August, 1867, Bhartendu Harishchandra started a monthly newspaper named, “Kavivachan Sudha”, which mainly concentrated on poetic content and also included articles on social welfare and enrichment of literature. It included poetry of Kabir, Malik Mohammad Jayasi, Deendayal Giri etc. Bhartendu Harishchandra also edited and published other newspapers like Harishchandra magazine, Harishchandra Chandrika, Balbodini etc. Amongst these Harishchandra Chandrika was a monthly newspaper and its publication started on 15 August, 1873. In it, articles on history, politics, literature, travel, tourism etc were published. It also published poems, stories, critical and humourous content which was liked by its readers.

Balbodhini was the first women magazine in Hindi language. Its publication was started on 1 January, 1874, under editorship of Harishchandra and consisted of 8 to 12 pages. Some other famous journalists were Balakumud Gupti, Nandkumar Dev Sharma, Balkrishan Bhatt, Purshottam Dass Tandon, Pt.Pratap Narayan Mishra etc., who wrote fearlessly on issues of politics and society. At this time period popularity of many newspapers grew because of the trends of plays, poetry, autobiographies, literature being published regularly in the newspapers. As more newspapers appeared in various languages and in English, the government enforced more rigourous checks on the press through Vernacular Press Act of 1878. The Act was also intended to curb the intellectual class that was fast rising in the country. Despite these measures, the number of publications grew by 1885. Political awareness had grown considerably as Indian National Congress was also founded in that year itself.
Bal Gangadhar Tilak entered the of journalism in this time period only and laid emphasis on social reform and political freedom. He stressed that a subject nation does not prepare itself by gradual progress for liberty, it opens by liberty its way to rapid progress. The only progress that has to be made in the preparation of liberty is progress in the awakening of the national spirit and in the creation of the will to be free and the will to adopt the necessary means and bear the necessary sacrifices for liberty. It is these clear perceptions that have regulated his (Tilak) political career.

Kesari (October, 1880), Mahratta (January, 1881), Hindu Panch etc. were some popular papers started by Tilak in which articles against Britishers were written fearlessly and voices against social discrimination and superstitions was raised.

Acharya Mahavir Prasad Dwivedi was the editor of weekly newspaper “Saraswati” which contributed immensely to the growth of Hindi language press. He was a great historian, hardworking, knowledgable and very disciplined about his duties and his these qualities contributed to the growth of his newspaper. This newspaper utilized Khadi Hindi language and became popular. The newspaper covered articles on various topics like poetry, plays, history, science, biographies, art and culture, geography, essays etc. A research journal, “Pustak Pariksha” was also regularly published. Dwivedi was also responsible for bringing out changes in literature. He introduced standardization of Hindi language with rules of grammar and a new innovation was introduced in Hindi language. Mahavir Prasad Dwivedi was a pioneer in the field of Hindi language press.

The Modern Review from Calcutta was an important paper started by Ramananda Chatterjee. It carried a complete record of important events. Its columns were open to established and young writers and it was of high repute to get articles published in the paper. Other newspapers like Abhyudaya (1900), a weekly started by Pandit Madan Mohan Malviya, Pratap(1913), a daily started by Ganesh Shankar Vidyarthi, Biswamitra (1916), a daily started by Mahendra Chandra Aggarwal, Swatantra (1920), Swarajya (1920) started by T.Prasakham, who was a firm supporter of Non-Cooperation movement etc were published under the editorship of Sharadcharan Mishr, Yashodanad Akhori, Ambikaprasad Bajpayee, Amritlal Chakravarthy and Moolchand Aggarwal. These papers criticized British government and their discriminatory policies and favoured Hindi language and urged Indians to adopt Hindi language. The campaign for popularization of Hindi language got a stimulus when Shiv Prasad Gupta launched a Hindi
language newspaper paper, Aaj, on September 5, 1920 from Benaras. The paper was sold for half an anna and had great influence on consolidating minds of Indian people. Shiv Prasad Gupta was basically a wealthy landlord and a money lender. He supported leaders like Mahatama Gandhi, Madan Mohan Malviya and Lokmanya Bal Gangadhar Tilak and also funded the national movements. He persuaded Baburao Vishnu Paradkar, to be the editor of Aaj and it was the best thing to happen to the field of Hindi journalism. Paradkar was very active in national movement for freedom and had borne the reputation of a journalist revolutionary.

A new concept of having a Chief Editor of the paper was introduced in Aaj, who would write about world news so that Hindi literates would gain world wide view of news. For this Babu Sriprakash was made chief editor. But Pradakar did not welcome this and always had differences with Sriprakash. Finally, Sriprakash stepped down and the full control of paper came into hands of Pradkar and he wrote wonderful editorials for the newspaper, which formed the basis of principles of journalism. Pradkar also advocated the adoption of Hindi language as national language of India. He also published famous short stories and articles on Hindi literature in his newspaper. Pradkar made strong efforts for enrichment of vocabulary of Hindi and utilized his newspaper as a vehicle for educating Indians about the need of social and religious reforms.

Ganesh Shankar Vidyarthi was another important figure in the field of Hindi journalism. He started a newspaper “Pratap” from Kanpur in 1913 as a weekly but later it became a daily newspaper. He had his own unique style of activism and utilized everyday spoken language of his paper to bring forward the demands of peasants and workers. He was very popular among masses and his paper also had great influence on readers of Hindi language newspaper.

Bombay Chronicle was established by Ferozshah Mehta, and with influence of Lala Lajpatrai, Dainik Hindustan, Leader etc. newspapers were started from Lahore. At this time only Mahatma Gandhi started Indian Opinion from South Africa and later when he came to India, he started newspapers like Young India, Indian Opinion, Navjeevan, Harijan, Harijan Sevak. Mahatma Gandhi, then leading the struggle for freedom from British, had been advocating the need for recognizing Hindi as national language. Several leading politicians and educationalists also came in open support of Gandhi and stressed the need for introducing Hindi as the medium of instruction in schools also. Gandhi ji’s articles were reproduced by several newspapers and picked up the news agencies. By 1919, over 350 printing presses were penalized and 300 newspapers were asked for security deposits under Press Act 1910. There was considerable
disaffection in the country on this account. Since 200 publications could not comply with the security demand, they closed down and 130 other publications could not be started.\textsuperscript{11}

In India, revolutionary movement was launched basically by newspapers like Yugantar, Gadar and Vandemataram, which fuelled patriotism in the minds of Indian people. Hindi language press gained momentum from this time period only and started establishing itself firmly with the help of renowned Hindi language newspapers of that time. The newspapers of this time period followed the Gandhi’s ideologies and were successful in awakening Indian people to fight for freedom. “Gandhi considered newspapers as people’s universities”\textsuperscript{12}

Some famous journalists of this time period were Ambika Prasad Vajpayee, Laxmi Narayan, Banarsidass Chaturvedi, Jayshankar Prasad, Sumitra Nandan Pant, Mahadevi Verma, Makhan Lal Chaturvedi, Premchand, Gulab Rai, Siya Ram Sharan Gupt, Hazari Prasad Dwivedi, Ram Variksh Benpuri, Bhagwati Charan Mishra etc., who raised issues of rights and duties of Indians through their newspapers. The British Government brought in more suppressive laws to check the growth of Newspapers like Defence of India Rules, 1914, The Indian Press Emergency Powers Act, 1921, The Pre-Censorship and Official Secret Act 1939 etc.

**DAINIK JAGRAN**

A famous organization named, “Hindi Sampraday” from Kanpur was formed in 1926 by Puranchand Gupta. This organization was the supporter of revolutionary movement of Indian independence. Jagdish Chandra Kulsia, then working with newspaper Pratap, was its member as well. Both Kulsia and Gupta collectively started a Hindi newspaper “swatantra”, a weekly in 1939 and within a year it was shifted to Jhansi. Later, it was made a daily newspaper and renamed as Dainik Jagran. Then, it was shifted to Kanpur and started its publication on 21 September, 1947. Soon, it was registered with Registrar of Newspapers of India. Gupta also became a member of ABC (Audit Bureau of Circulation) and IENS (Indian Eastern Newspaper Society) and had made a name for himself in newspaper industry. His newspaper projected Hindu nationalism and covered stories on refugees from Pakistan extensively. The tradition of truth that Puran Chandra Gupta espoused was carried forward by literary stalwarts like Narendra Mohan, who was the paper’s editorial helmsman. Apart from strengthening Jagran’s perspectives, he imbued the product with a modern outlook, creating an intense interaction between the paper and its readers. After establishing the newspaper in Kanpur, its another edition was started from Gorakhpur, where it had good response. At the time of emergency in 1975,
Dainik Jagran left its editorial pages blank in protest and as a result its proprietors were jailed. When censorship was imposed on the media, Dainik Jagran stamped its image as a fearless, bold and non-biased crusader. Aaj was launched in Kanpur and gave a fierce competition to Jagran. Jagran had reached its maximum expansion in Kanpur and was looking for expansion in other states. Jagran expanded its horizons and launched its editions from Lucknow, Allahabad (1979), Varanasi, Meerut (1984), Agra (1986), and Bareilly (1989) and finally to Delhi in 1990. Between 1997 and 2006, Dainik Jagran extended itself by adding eighteen new editions one each in Dehradun, Jalandhar, Hissar, Patna, Moradabad, Aligarh, Ranchi, Jamshedpur, Dhanbad, Bhagalpur, Panipat, Haldwani, Ludhiana, Muzaffarpur, Jammu, Dharamshala, Indore. Presently, Jagran has 37 main editions. It actually produces over 200 sub-editions that adapt to the colloquial taste of every distinct market. During 2007, through a strategic alliance with Yahoo, jagran.com was launched as a co-branded site, www.jagran.yahoo.com. Traffic on this site is over one million page views per day.

AMAR UJALA

Amar Ujala was launched on the 18 April, 1948, from Agra, as a four page newspaper with an objective of promoting social awakening and introducing a feeling of responsibility among the citizens of a recently independent India. In keeping with these objectives that the publishers had set for themselves, the kind of news published was basically revolving around political and social issues and crime. With a modest beginning, 20 years later Amar Ujala achieved a circulation of 20,000 copies and was servicing over 14 districts in Western Uttar Pradesh. Growing slowly, but steadily, the turn of the century saw Amar Ujala as one of the top 3 dailies of India. Not only has the newspaper shed the barriers of Western Uttar Pradesh and spread itself across the entire state, but has also ventured into other neighbouring states as well.

Amar Ujala is now also a leading newspaper in Chandigarh, Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir, Uttar Pradesh, Uttarakhand and Delhi. Currently, Amar Ujala publishes a 18 page daily issue with more colour pages in every edition. In addition to this, Amar Ujala also has in offering for readers four colour magazines, namely.

a. **Udaan** - A weekly career magazine for youth every Wednesday.

b. **Rupayan** - Aapki Personal Friend: An all new weekly magazine for women every Friday.
c. **Zindagi Live** - Bole to DIRECT Bollywood se: A completely new look film magazine every Sunday.

Not ever deviating from the objectives with which the newspaper was originally started, even today Amar Ujala continues to be a completely unbiased newspaper with a thrust on political and current events and developments in all fields across the nation and beyond. Over the years, a lot has changed in Amar Ujala. Using the latest state of the art technology and equipment, Amar Ujala is now being printed from 18 editions. Also in keeping with today's fast paced life, all printing centres are connected by latest technology to enhance speed of news dissemination. To ensure quality of material and content, Amar Ujala has a regular membership with AFP and AP. The latest photographs are, therefore, part of every edition. Amar Ujala has grown dramatically and has evolved with the changing times. The newspaper is known for some ground breaking journalism and even in today's cut throat competition, Amar Ujala is still selling Authenticity, Honesty and Trust.

**DAINIK BHASKAR**

Dainik Bhaskar was first published in Bhopal and Gwalior of the Central Province. The newspaper was launched in year 1956 to fulfill the need for a Hindi language daily, by the name **Subah Savere** in Bhopal and **Good Morning India** in Gwalior in year 1957, it was renamed as **Bhaskar Samachar**. In 1958, it was renamed as **Dainik Bhaskar**.

While major Hindi language newspapers are known to be supporters of Hindi Chauvinist forces and are engaging in irresponsible and biased reporting during this time, Dainik Bhaskar maintained its creditability and focused on its expansion. By 1992 Dainik Bhaskar has established itself in Madhya Pradesh. In the wake of communal rights that broke out in Bhopal following the demolition of the Babri mosque on 6th December 1992, Dainik Bhaskar appealed to people to maintain calm and peace. The paper maintained an liberal and secular approach unlike other Hindi newspapers during Ram Janam Bhoomi mosque controversy and was able to retain its muslim readership which is around 40% in Bhopal. Its publication was started from Amritsar and Jalandhar and head office were situated in these two cities. The pre-launching efforts of the newspaper was started six months before wherein many hoardings all over the city (Jalandhar) were put up and a question was raised in each hoarding with a title “Punjab Ko Chahiyyee Jawab” and raised important questions related to the main issues of punjab. Dainik Bhaskar focused on intellectually stimulated people of Punjab. The interesting aspect was that
the name of the newspaper was not mentioned on the hoardings which generated a curiosity amongst general people about the source of these signboards. After one months the signboards were changed and new questions were raised. This time the name of the newspaper was mentioned below the questions. This catapulted the interest of common people in the newspaper and helped building readership. It was the marketing strategy of the newspaper which was appreciated by people. The newspaper tried to establish a rapport that it will help in voicing the problems of People of Punjab. By adopting strategies like pre launch surveys, coupon schemes, annual subscription at lower rates Dainik Bhaskar created a creditability for the newspaper and was successful in widening its circulation. Dainik Bhaskar also focused on after launch efforts also as it again put up hoardings all over the cities of Punjab answering the questions it had posed before the launch. It was done to convey people that newspaper was successfully covering every aspect of information expected by its reader whether related to sports, politics or business. Dainik Bhaskar launched Business Bhaskar, the first business daily in Hindi, on 27 June 2008. As of 2011, Business Bhaskar is the largest Hindi-language business daily and has nine editions (Delhi, Bhopal, Indore, Raipur, Panipat, Jalandar, Ludhiana, Chandigarh and Jaipur). Yatish K Rajawat is its founding editor. Its National Editor is Shravan Garg.

Dainik Bhaskar has been open to learning and adopting approaches of successful newspapers in different countries. Its approach of investing energy in researching successful newspapers and adopting their strategies has helped the paper to lead in the category of daily newspapers. The success of Dainik Bhaskar has boosted the confidence of Hindi public that the content of Hindi newspapers is no less than English counterparts repackaged in indigenous form. Hindi newspapers followed the process of localization in 1980’s with the help of latest communication technologies and it further led to decentralization of production, distribution and consumption. It was the onset of economic reforms and rapidly emerging globalization of the Indian economy in the 1990’s, the process of localization accelerated

**PUNJAB KESARI**

Punjab Kesari is a renowned national newspaper of the country, which is published from six regions viz Punjab, Chandigarh, Himachal Pradesh, Uttar Pradesh, Rajasthan and Haryana. It was started by Lt. Lala Jagat Narain ji in 1965. Narain had come to Jalandhar as a refugee from Lahore and started an Urdu daily, Hind Samachar, in 1948. Urdu, then, was the language of the salaried urban men of Punjab the people who could afford the time and money for a newspaper.
But Urdu in independent India lacked government support. In the schools of Punjab, Punjabi and Hindi became the languages and Gurmukhi and Devanagari the scripts of instruction. In 1965, Jagat Narain founded Punjab Kesari, a Hindi daily. Hind Samachar Group publishes Jag Bani in Punjabi, Punjab Kesari in Hindi and Hind Samachar in Urdu.

In Punjab, aggressive identification with the Indian State and ridicule of Khalistan—the sovereign Sikh State demanded by the sections of Sikhs—led to the murder of people associated with the Hind Samachar chain, publishers of Punjab Kesari (Hindi) and Jag bani in (Punjabi). Indeed, the murder of Lala Jagat Narain (1899-1981), founder of the Hind Samachar business signaled the beginning of Punjab insurgency in September 1981. Lala was shot dead on September 9, 1981, near Amaltas Motel on the national highway while returning to Jalandhar from Patiala. Three years later, his son Ramesh Chandra was murdered and by the beginning of 1993 more than sixty of the newspapers employees had been killed. Punjab Kesari is one of the oldest and most credible Hindi newspapers of India. The newspaper is especially known for its contribution to society during the Punjab insurgency, when it stood strong for freedom of expression in the face of threats from the terrorists. The Punjab Kesri formula dated from the emergency when democracy was shattered and censorship was imposed on papers. News items were not allowed to be published and at that time this idea of the concept of magazine on the front page came. By the time emergency finished in 1977, the Punjab Kesari went back to its original style of printing news items on front page but it led to fall in its circulation. Therefore, this decision of carrying out magazine on front page was taken and followed. Until 1983, when it opened a Delhi edition, Punjab Kesari published only from Jalandhar. But it used every technique to distribute the newspaper wherever they could find buyers. The newspaper has a daily e-paper, accessible at www.punjabkesari.in and it also has a formidable website www.thepunjabkesari.com. Punjab Kesari had grief not fun but it had built circulation. Associated with fierce Hindu opposition to the Khalistan movement, the paper’s circulation rose steadily throughout the insurgent years from 1981-1993. Even in 1989-90, when the killing of hawkers drove down circulation of Jag Bani, the Punjabi daily produced by the same family, Punjab Kesari’s sales grew by 120000 copies. Readers, its owners believed, sympathized with the paper.13

After emergency, the policies of government became favourable for growth of print media and as a result newspaper industry expanded its arena in the field of journalism. After independence
Hindi Journalism had immense growth. Newspapers were published in many languages but Hindi language papers gained momentum and a distinct identity.

**JOURNALISM POST INDEPENDENCE**

At the time of independence, Indian press was not unified. In fact all newspapers of all languages had taken up struggle for freedom according to their own perspectives. Usually newspapers immediately after independence covered extensively the reports of partition of India and Pakistan, articles on refugees, Mahatma Gandhi, Indian National Congress activities and leaders and several economic-social problems being faced by the Indian economy. With the advent of freedom, India settled down to reinstate democracy, adjusting with refugees across the border and other multifaceted issues. Newspapers at this juncture found it difficult to adjust to the changing times. Then assassination of Mahatma Gandhi shocked the nation and Nehru Government faced new challenges. The Congress government started unifying the nation by taking complete control of economy and Indian people. The newspapers started playing their new role of being a watchdog of functioning of Congress Government in the centre and started providing analysis of developmental issues and policies. Then Constitution was framed in 1950, new wage boards for journalists were made, Press commission was formed, various Acts like Working Journalists Act was formulated etc. In fact, standards of Indian journalism were alleviated by Nehru government. Jawahar Lal Nehru was a firm supporter of media and believed that media can play very constructive role in nation building activities. Then slowly, newspaper organizations started looking up to advertisements revenue for their survival. Emergency was a big blow to the creditability and existence of Indian press. The newspapers after that became more commercial and started bending the ethics of journalism. Newspapers which did not follow this trend of commercialization were reduced to minority or closed down due to rising expenditures. Censorship was imposed on Indian newspapers, which had catastrophic consequences. Around 1991, computerization and globalization took the centre stage and the newspapers were transformed in outlook and became market driven completely. Credibility of the printed word, idealism, ethics of journalism vanished from public sphere and marketing strategies became the driving force. With the advent of electronic media, survival of Print Media became more challenging and advertising revenue became an important issue. Newspapers nowadays have become a market brand and its intellectual outlook has gone. It is the duty of media to remain relevant, objective, credible, honest and interesting but it fell for temptations of
the market forces, creating new brand of journalism, sacrificing relevance for commercial benefits. Most of the newspapers started treating readers as buyers who seek to be informed about what is happening in the world and to be educated about how such events would influence their lives. Newspapers concentrated on urban based news and concentrated on stories of cars, cellphones, luxury goods consumption rather than developmental stories and prosperity of villages of India. The integrity of press and standards of journalism was lost with the overpowerment of marketing agents in the arena of print media.

The Editor of Ajit Samachar voiced his opinion on status of newspapers in Punjab, “Hindi newspapers readership in Punjab is on rise But since last few years large groups of newspaper industry which are very resourceful and are running different editions all over India have come to Punjab. These media houses have more infrastructure, commercially viable, invested latest technologies in printing and have a vast network and have successfully fuelled professionalism in Hindi journalism. They brought competition amongst Hindi newspapers of Punjab and this competition boosted readership and growth of Hindi journalism in Punjab.”

The role of an editor had been reduced to the task of a marketing agent, who is responsible for producing a product that sells. Several editors of prominent newspapers who refused to stoop in front of political pressures had been shown the door by the management. Editors nowadays have become disposable commodities if they fail to meet the private interests of the management of their newspapers. The pages of the newspapers once edited with distinction by the expert supervision of editors now days are flooded with reports which have no truth in them, stories are created to generate public uproar and to gain hyped attention of other media.

COMMERCIALISATION OF MEDIA

The aggressive marketing drive has resulted in commercialization of newspapers, which is market driven completely. Commodification of news has assumed greater significance since eighties and is still catching pace. Growth of consumerism has been a major factor in commercialization of print media. A vast range of consumer goods and cut throat competition among manufacturers has provided an advertisement bonanza for the newspapers and television channels. The advertising revenue is need of survival for newspapers and nowadays it has become commercially motivated. Almost all newspapers nowadays carry supplements devoted entirely to advertisements of products and gain huge profits in the process. Important news and quality journalism is sidelined and receive secondary attention from the owners of the
newspapers. There is also a fallout in terms of presentation and coverage of news as all papers are carrying maximum supplements to outdo each other. All the newspapers nowadays are of the same price, carry similar news content, especially local supplements under their own nomenclature. As a result the readership of supplements is low and are just flipped through by readers as information quality is low. Supplements carry a lot of advertisements of electronics, designer wear clothes, film and daily soaps gossips, astrological predictions and pictures of models in scanty clothes which distract the attention of a reader from serious news stories. The news content of a newspaper becomes a causality and no longer performs its role of informing and educating its reader.

Commercialisation of print media is the result of wide popularity of electronic media which is driving away large amount of audiences. In order to pace up the competition, the print media is utilizing aggressive marketing strategies. Readership profile is also changing as youngsters prefer Internet and it is becoming difficult for print media to cope up with changing tastes of consumers. This has resulted in the concept of infotainment for print media, which includes news and entertainment together. The issues of serious nature and editorial analysis are taking a backseat while consumer oriented information is gaining importance to catch readers attention. Today, political news dominate news columns through sensational scoops and subjectivity, while developmental stories are sidelined. Marketing managers have taken control of a newspaper and the days of editors have gone. The market savvy managers treat newspaper as a product and concentrate on high sales majorly. This has resulted in lowering the content of standards of news and has led to a rise in sensationalism in print media. Sensationalism in print media projects poor taste and is thriving in todays’ environment of commercialization and one-upmanship. Reporters do not bother about the sanctity of the source and in this process facts become a casualty.

Commercialisation has resulted in sound financial position of the newspapers, which help them to pay reporters well and utilise good printing machinery. It also facilitates regular and smooth advertising revenue and through different supplements they provide variety of news to readers. Nowadays every newspaper is of 18-20 pages. There is a noticeable improvement in quality, presentation and printing of newspapers as a result of competition from other media has led to more media accessibility. With internet joining the mainstream media, all newspapers today have their internet editions and the standards of journalism have been raised. The Indian middle class now wants to be sophisticated like their western counterparts and want to be informed about...
global issues as well as global fashion trends. Indian obsession with the western people have welcome the growth of technology in India. But some veteran journalists are also of the view that commercialization will lead to print media’s deterioration and newspapers will become a secondary media with the coming of internet as culture of paperless society is gaining shape. Market forces will have to be resisted by newspapers editors and owners to survive in long run as running a newspaper is not equivalent to a business just to make money. Unfortunately, the trend nowadays is to give more space to advertisements even at the cost of not publishing news. The newspapers should recognize these undesirable trends as press reflects culture of a country and it must safeguard the democracy and people's rights. Moreover, the media in India has an important role in the lives of youth which is emerging from schools and colleges and is looking up towards the field of media as budding journalists. Press will have to inculcate in the minds of Indian people that commercial interests can be met without sacrificing ethics of journalism.

GLOBALISATION AND HINDI LANGUAGE
DEFINITION
Globalization is the system of interaction among the countries of the world in order to develop the global economy. Globalization refers to the integration of economics and societies all over the world. Globalization involves technological, economic, political, and cultural exchanges made possible largely by advances in communication, transportation, and infrastructure.¹⁴

Globalization is the tendency of businesses, technologies, or philosophies to spread throughout the world, or the process of making this happen. The global economy is sometimes referred to as a globality, characterized as a totally interconnected marketplace, unhampered by time zones or national boundaries. The proliferation of McDonalds restaurants around the world is an example of globalization; the fact that they adapt their menus to suit local tastes is an example of glocalization (also known as internationalization), a combination of globalization and localization.

The term globalisation is generally used to describe an increasing internationalisation of markets for goods and services, the means of production, financial systems, competition, corporations, technology and industries.
“Globalisation is a process through which the people across state boundaries simultaneously experience certain forms of information, entertainment and market.” Globalisation is a concept as well as a process, which has crossed state and national boundaries at the end of Second World War, decolonization of Asian and African colonies of the imperial powers like Britain, France and Portugal took place. These countries wanted to develop their economies and remove poverty and backwardness by expanding the organizations of their formal structures. This conceptualized modernization process and models of socialism and capitalism were developed. India adopted mixed economy approach, combining both capitalist and social approach, which was a rational approach and created formal structures for civil society and constituted its modernization process. With the rapid developments of new information technologies and electronic communications, globalization is a inevitable process. In spheres of economy, technology, politics, morality, culture and communication-all are interrelated processes of globalization, which are becoming powerful and flamboyant in present time. If we carefully look at the history, we would come to know that there had always been interaction amongst people of different states during last thousand years in terms of trade of goods and ideas, control and conquest. The western world, with its supremacy in the field of technology, communication, transportation and weapons, had been dominating the rest of the world through an unbalanced and unequal exchange of material goods, news flow from the time unknown. It is this exploitation of continued domination that is apprehensive of globalization. Over the years our dependence on global culture has resulted in penetration of markets in our everyday life activities. Culture is nowadays a way of earning a living and is no more a way of life. Forces of capital are generating new patterns of behavior, replacing traditional value systems and consumerism has entered our lifestyle in which everything is equivalent to a commodity that can be sold or bought. Consumerism is not only confined to commodity production but it produces its own vocabulary and language. The meaning of life and living standard is transmitted to the consumers through the glamour of a market. It generates inferiority complex in the mind of an individual and as a result, he detaches itself from his own culture.

In 1991 when globalization was gaining momentum regional newspapers were growing at a fast pace as compared to national dailies. The literacy rates in India were growing at that time. And a new section of readers from small towns, backward and rural areas was gaining shape. These
new readers helped the growth of regional newspapers and became their ardent readers. At that time Multinational companies as well as small companies were looking for new market in less developed areas of India. These companies noticed the scope of growth in regional areas which can act as new agents in the arena of revenue. So these companies launched newspapers in regional areas with well planned marketed strategies and gained wide circulation. According to the thirteenth round of Indian readership Survey 2005, Hindi newspapers dominated the category of circulation and at national level every third person in India was the reader of Hindi newspaper Dainik Jagran. This increases in readership included both regional and urban readers of newspapers on ninth position was Dainik Bhaskar.

Average readership of hindi dailies in Punjab

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Newspapers</th>
<th>Begun</th>
<th>Headquarter</th>
<th>Circulation (in million)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2009</td>
<td>2010</td>
<td>2011</td>
</tr>
<tr>
<td>1</td>
<td>Danik Jagran</td>
<td>1947</td>
<td>Kanpur</td>
<td>8.8</td>
</tr>
<tr>
<td>2</td>
<td>Danik Bhaskar</td>
<td>1958</td>
<td>Bhopal</td>
<td>18.7</td>
</tr>
<tr>
<td>3</td>
<td>Amar Ujala</td>
<td>1948</td>
<td>Agra</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Punjab Kesri</td>
<td>1966</td>
<td>Jalandhar</td>
<td>11.8</td>
</tr>
<tr>
<td>5</td>
<td>Danik Tribune</td>
<td>1978</td>
<td>Chandigarh</td>
<td>5.2</td>
</tr>
</tbody>
</table>


Hindi newspapers gained popularity in urban areas as well in regional and less developed areas of India. These readership trends also signify the importance of Hindi newspapers and their possibility of growth in future. Latest technology and high investment requirements led to high cost of production of newspaper but simultaneously the immense growth of readership sufficed the pace of growth. Newspapers also started publishing multiple editions from different regions to meet the rising advertisement costs. Multiple editions covered local happenings in detail which made them very popular in local circles of region and local traders starting looking up to them for their advertisements. Today’s reader of newspaper excepts a variety of local, national and international news from his paper. A hindi newspaper carries all types of news according to readers choice and thereby is successful. Dainik Bhaskar, Dainik Jagran, Amar Ujala are relevant examples of regional newspapers who expanded to different regions and tasted success and popularity at its highest. These newspapers acted as a barrier in the growth of national newspapers who are urban centred in their approach and led to fall in their readership.
A reader in this scenario of globalization wants to know about happenings around him but does not want to limit his knowledge to local circle only. He expects his newspaper to provide him with a blend of information from local to international and that’s why he chooses to read a Hindi newspaper which fulfills his level of expectation. The pressure of globalization and free market has transformed the nature of news which is consumer specific and market oriented. Most of the Hindi newspapers nowadays have their online editions which acclaim their standard and strength.

In today’s highly competitive scenario, globalization is less a choice and more a compulsion. One cannot ignore that the rise of the Internet and shrinking attention spans are causing concern for newspapers in USA and Europe. The idea of a free newspapers catching up in a few countries, is to cope with such a trend and increasing costs. It is the scenario of China, India and Japan, which is keeping the upbeat trend of newspapers. The contribution of India as the second large newspaper country next only to China, is significant for such an optimistic scenario. Nevertheless, research around the world, including in India, has pointed that younger generation spends more time on Internet and web version of newspapers. This trend needs to be viewed against the background of all out efforts in the country to increase access to ICT, including in rural areas. The increased interest in India as a potential market for foreign investors in media sector, has also caused a realization within the country of the potential for growth of media and the opportunities there in. It is this optimism, which is driving newspapers in India and has given a new impetus and confidence. In terms of reach of television and press, their growth path has been different. Television viewership increased speedily upto 1995 and thereafter, it faltered despite the boom in the number of channels and networks. Whereas in the case of newspapers, the momentum in readership was visible from 2000 and more marked after 2002. That was when number of news bulletins of TV channels and 24-hour news channels started multiplying. Many factors could be attributed for the growth trend of newspapers like the spread of television, particularly news channels. This unwittingly created a base for newspapers and the competition-between television channels for viewership and between newspapers for readership and, then, between new channels and newspapers.

Another important aspect is the economic and demographic aspects to do with literacy and lifestyles. The wide gap in readership, between regions of the country, male-female, urban-rural
areas started declining, although the differences are still glaring, constantly reminding the potential for growth. Despite the recent growth in the numbers of mass media and the boom in news media, their overall reach put together is not even two thirds of adult population of the country. But the competition had helped expand the overall market for newspapers.

The importance of English has never diminished with the popularity of Hindi. The advent of the Internet and the globalization only strengthened English but it has changed the chemistry of relationship between English and Hindi. Globalisation has changed the equation. English and Hindi have come closer and now, it is a winning blend. This blend becomes a new mantra in social acceptance, prestige, and success. This blend of Hindi and English has also flowered on the Internet. Hindi lost its tag of being down market and unfashionable.

Urban people of India no more believe in only expressing themselves in English anymore. Talking and interacting in Hindi adds to confidence rather than humiliation of not knowing English. Pushing this trend are three M’s: media, marketing and money. The stylish new Bollywood, FM Radio and Satellite Television have not just made Hindi hot but have also redefined the global Indian.

Hindi is accommodated everywhere. So, a language that has survived through the centuries by utilizing is bouncing back again in India. Only time can speak how Hindi would hold a balance between the need of the market and the expectation of the people. Hindi as a national language has fitted in with the requirement of today’s generation and market. It is only after 1990 that revival of Hindi started taking place with globalization and media revolution in India. Hindi has come out of its shell and carved its place as a market friendly and popular language. The positive impact is that, due to the expansion of media network in the past decade, Hindi is developing mainly through the audio-visual media. During this period, Hindi is able to make greater impact on non-Language in India.

“Shefalee in her article stated that the rebirth of Hindi as the new power language and the Hindification of India has brought up to believe that English language was the passport to social acceptance. Suddenly, it is the other way round. The language has become desirable as it sells. From the morning cup of tea (chai ho to aisi) to hoardings (Mujhme hai woh baat), from SMS messages (aati kya?) to TV commercials (Thanda Matlab Coca-Cola) from Hindi Archies cards to children’s cartoons and full pages ads in English publications that have slogans in Roman
Hindi, from Hindi classes in finishing schools to Hindi folk songs blaring in the discos, there is an entire Hindustan thriving out there.”

With more than two-dozen news channels in languages, as varied as multi-cultural India-Indian television industry is set for a boom. When Hindi news channels went 24 hours, Hindi soaps became a pre-sleep ritual in every bedroom. No one realized that language of behenjis and babus are here to stay for a long. The Hindi news channels are very popular nowadays in the country today and there is little doubt in the channel’s claim that they have changed the way news is delivered to Indian audiences. The importance of Hindi is known from the fact that STAR TV, once an-all-English channel, is now rich in Hindi programming. Star Plus has not only redefined Hindi television entertainment but also promoted Hindi extensively by snatching the No.1 position as the most popular and watch able Hindi channel. When Star Plus launched ‘Kaun Banega Crorepati?’ (KBC) the Indian version of ‘Who Wants to Be a Millionaire?’ The show quickly became the biggest hit on the Indian television, hosted by the megastar of Hindi cinema Amitabh Bachchan. Vividh Bharti is no longer a sole Hindi Radio station. Radio Mirchi and Red FM are gaining momentum, as they speak the language of the heart that young generation loves most. The Hindi speaking market is the biggest and no foreign channel can afford to ignore it. That’s why Walt Disney Television International is ready to cater the larger audiences, especially, kids. Now Mickey Mouse & Donald Duck are aspiring to learn Hindi language as Disney Toon is available in Hindi besides Tamil, Telugu and English. Even BBC is reportedly toying with idea of airing Hindi programmes.

Those who predicted the fading away of the print media, will have to wait slightly longer. Hindi print media is alive kicking and expanding. Hindi continues to be the only language with the largest number of newspapers, journals and periodicals in India. There was a time when advertisers would think that this particular brand is only for English newspapers. Today, Hindi and other regional newspapers hold an equal importance in the media plan for any brand. The entire Hindi newspaper business has grown in terms of readership and advertising revenue. Now even the social elite accept that Hindi is a powerful language. It is boom time for Hindi copywriters and advertising professionals. With this Hindi high trend, all the global brands want local flavour and local language. This is recognition of the fact that to stay in Indian markets, the multinationals need to use a language that overcomes linguistic barriers and cultural differences. Hindi is becoming popular because it has the capacity to touch the pulse of the nation. Attitudes
are best expressed in Hindi as people understand and immediately connect with the language. Hindi is our street language and it delivers the punch that is required when communicating with the masses. Bollywood is also promoting and patronizing common Hindi in the entire world. Hindi films are quite popular throughout India. Indian audiences expect full value for their money with a good entertaining film. Hindi movies don’t have language boundaries. Although the Hindi is not technical savvy language but the globalization makes it possible to some extent. Nokia recently showcased three handsets with predictive text input to enable users to send and receive messages (SMS) in Hindi, besides announcing a Hindi mobile portal. With this initiative on localization, now SMS becomes Saral Mobile Sandesh with text in Hindi. Now Hindi is the new language of mobile phones. Many more companies are planning to extent the benefit of mobile revolution to a larger consumer base of Hindi heartland. Hindi is also becoming computer friendly. Microsoft Corporation India Ltd has launched ‘Office Hindi’, its first offering developed specifically, for the Indian market, which combines computing experiences with familiarity of Hindi language. The package includes a Hindi language interface and support nine Indian languages, empowering Indian users to create documents and communicate with others in the language of their choice. It also makes computer function easy by producing menus and toolbars in Hindi.19

LOCALISATION
The expansion of Hindi newspapers is the result of flow of capital being invested in the advertising sector to compensate the advertising revenue lost due to television and to widen the geographical reach of newspapers in every corner of country. Localisation was followed by expansion. Advertising in local media gained importance when the advertisers realized the importance of small town people as their main consumers. Soon the trend was followed by consumer durables manufacturers. At the same time, localization of news content was taking place in cities with city supplements. Small vendors, tuition centres, local hotels and gyms, small businessman – all started approaching newspapers for retail advertising. The major focus of Hindi newspapers were Hindi literates and people who could afford to buy a newspaper. All the Hindi newspapers followed the strategy of localization and became major local revenue earners. Local media highlighted the problems of local amenities, grievances of people and won the faith of local people.
The local editions of newspapers became popular by highlighting local sentiments, cultural traditions and in return boosted their readerships and circulation numbers.

Many newspapers carried out pre–launch surveys of thousands of households to ask people what they want from their newspaper but the actual and hidden purpose of the survey was to tell people about the paper and to book orders for it as well. Dainik Bhaskar is a relevant example here. It carried out pre-launch surveys in Jaipur before launching their newspaper. Another important benefit of localization is that every local resident is interested to know what is happening in his city where he lives. Secondly, he would also like to know about news related to his profession. Newspapers cashed upon this ideology and gained popularity in local circles. Moreover, feedback was regularly taken from vendors, agents, hawkers and interactive columns by newspapers to upgrade information on cost of their newspaper and to keep check on local newspaper competitors.


The localization of production of Hindi newspaper has been successful due to its decentralization of production units. Earlier newspapers were produced from a single centre and then distributed to different places. It was a time consuming and expensive process. With the set up of multiple production centres, newspapers were printed simultaneously from different places. The development of offset printing machinery, computers, internet made decentralization of newspapers possible. This decentralization helped newspapers to run multiple distribution centres and locate them in remote areas to ensure people in rural areas get newspaper early in morning. Localisation of consumption of news involved news of grassroots by including local crimes, marriages and obituaries which added to popularity of newspapers. Separate pullouts covering local news and entertainment columns targeted at youth and women gave a new variety to readers. All this reflected the power of hindi newspapers who customized their content to suit need of the readers and do not imitate their English counterparts.

Another aspect of localization is that it led to empowerment of citizens as well as commodification of news. A level of awareness has been generated in the citizens about local happenings which facilitate them to unite from time to time to protest against any kind of
injustice. Localisation has enhanced the marginalized groups to participate in public sphere. Commodification of news is also practiced by Hindi newspapers as in lieu of localization they print trivial news with dramatized content. Hindi newspapers have successfully generated a new population of readers who with the help of localization raise their grievances in public sphere and remained at the mainstream of margin of mainstream discourse.

**IMPACT OF TECHNOLOGY ON PRINT INDUSTRY**

<table>
<thead>
<tr>
<th>USD Million (United States Dollars)</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>CAGR (Compound Annual Growth Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>59897</td>
<td>55740</td>
<td>48045</td>
<td>37771</td>
<td>35570</td>
<td>.12%</td>
</tr>
<tr>
<td>UK</td>
<td>10402</td>
<td>11340</td>
<td>10695</td>
<td>9333</td>
<td>9592</td>
<td>.2%</td>
</tr>
<tr>
<td>China</td>
<td>9892</td>
<td>10347</td>
<td>11020</td>
<td>11318</td>
<td>12105</td>
<td>5%</td>
</tr>
<tr>
<td>India</td>
<td>2491</td>
<td>2922</td>
<td>3126</td>
<td>3173</td>
<td>3511</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: www.slideshare.net

India has consolidated its position as the world’s fourth largest economy, behind the United States, China and Japan in Purchasing Power parity (PPP), according to the largest World Development Indicators and has the third largest GDP in the entire continent of Asia. It is also the second largest among emerging nations. (These indicators are based on purchasing power parity). India is also one of the few markets in the world which offers high prospects for growth and earning potential in practically all areas of business. When the Economic Reforms were introduced in 1991, India chose to shift gear from a closed, license – driven Economy to one, which embarked on globalization and economic liberalization.

Printing is a process for reproducing text and image, typically with ink on paper using a printing press. It is often carried out as a large-scale industrial process, and is an essential part of publishing and transaction printing. Over the years, the printing industry has grown in all parts of the globe. The advent of TV and Internet has not affected the growth of and requirement for printing professionals. The industry has made grainstrides in recent times in improving its machinery in terms of the scope, technology and speed. Computers and electronics have invaded all the departments of printing, improving quality and speed of the jobs executed with the consequent enhancement of costs enormously. In fact, the arrival of computers has completed the printing business and has played a vital role in increasing status as a clean profession. The Indian
Print Industry has undergone a revolutionary change in the last 15 years. In 1990 India initiated a process of reforms aimed at shedding protectionism and embracing liberalization of the economy. Privatization was initiated with the aim of integrating the Indian economy with the world economy. This change opened the doors for the Indian Print Industry to modernize, by investing the latest of technology and machinery.

Prior to 1990, most printers found it easy to invest in East German and Czechoslovakian machines. Post 1990, the trend has been to acquire the latest and the best equipment and machines. The progressive printers of today are equipped with the latest computer controlled printing machines and flow lines for binding, while state of the art digital technologies are being used in pre-press. Leading print companies have optimized the use of information technology in each and every area of their business. These printers are today equipped at par with the best print production facilities in the world. Today, India is fast becoming one of the major print producers and manufacture of printed paper products for the world markets. The quality standards have improved dramatically and immense production capacities have been created. Some printers have won recognition by winning prizes at international competition for excellence in printing. The current annual turnover of all the components in the Indian printing industry are more than Rs. 50,000 crores.\textsuperscript{21} Indian books, journals and printing jobs, etc. are being exported to over 120 countries of the world both developed and developing.

In totally, today Indian publishing is one of the greatest in the world and the country is counted among the top seven publishing nations. Many printers are adopting newer and modern technologies. The growth of such organizations indicates that recession is nothing but a changing trend towards adoption of new style of working. The modern style of business is completed in favor of the consumers. It ensures that they get optimum quality products at bare minimum price. Probably in all areas of life the consumers are getting products at most competitive prices, which is definitely lower than yesterday’s prices and printing industry in no exception. To meet this challenge, people in the printing industry have to find the solutions and not fret on decline in prices. Some printers with a vision have already taken a step towards it has are able to produce printed products at much lower unit price by adopting new technologies.

**MEDIA & ENTERTAINMENT INDUSTRY**

Over the next few years, these trends are expected to change the dynamics of the Media & Entertainment industry, and the future looks extremely promising! However, the media universe
is increasingly becoming more complex, specialized and fragmented. Today for media businesses, it has become essential to understand rapidly changing consumer behavior and preferences. It can be utilized to help build focused content, marketing and delivery strategies for each target. While television and print continue to dominate the Indian M&E industry, sectors such as films, radio and World Wide Web also show tremendous potential in the coming years.

The main reason is the marketing strategy followed by the regional papers. The other reason is the growing literacy rate. Increase in the literacy rate has direct positive effect on the rise of circulation of the regional papers. The people are first educated in their mother tongue as per their state in which they live the first thing a literate person does is read papers and gain knowledge and hence higher the literacy rate in a state the sales of the dominating regional paper in that state rises. The next reason is localization of news Indian regional paper have several editions for a particular State for complete localization of news for the reader to connect with the paper. Malayala Manorama has about 10 editions in Kerala itself and six others outside Kerala. Thus regional papers aim at providing localized news for their readers. Even Advertisers saw the huge potential for the regional papers to make the advertisers aware for the huge market. The Indian newspapers and periodicals published was 41705, which include 4720 dailies and 14743 weeklies. The highest numbers of newspapers was published in Hindi, 16864. Newspapers in India are measured on two parameters, circulation and readership. Circulation is certified by the Audi Bureau of Circulations which is an industry body. It audits the paid circulation of the member newspaper companies. Readership is estimated by two different surveys, The Indian Readership Survey (IRS) and the National Readership Survey (NRS).
The print media consist of spending by advertisers on printed newspapers and magazines as well as circulation revenues generated from reader’s spending on subscriptions and retail purchases of both segments. The Indian print market is well off in comparison to the global market, which is witnessing a decline in print revenues over the past few years. Developed regions such as North America and UK are witnessing a significant decline in newspaper circulation while India defies the trend. Print media contributes heavily to the overall Media and Entertainment revenue of India.

Unlike the global industry, which is moving towards digitization and showing a negative growth year on year, the Indian print media industry is going strong and is expected to continue similarly.

Growth of print media industry in 2006 – 2010

<table>
<thead>
<tr>
<th>INR Billion (Indian National Rupees)</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>CAGR (Compound Annual Growth Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper % change</td>
<td>112.1</td>
<td>131.5</td>
<td>140.7</td>
<td>142.8</td>
<td>159.5</td>
<td>9.2</td>
</tr>
<tr>
<td>Advertisement % change</td>
<td>78.0</td>
<td>94.0</td>
<td>103.5</td>
<td>100.0</td>
<td>113.5</td>
<td>9.8</td>
</tr>
<tr>
<td>Circulation % change</td>
<td>50.7</td>
<td>56.5</td>
<td>58.3</td>
<td>61.5</td>
<td>65.2</td>
<td>6.5</td>
</tr>
</tbody>
</table>

Source: www.slideshare.net

Circulation revenues showed marginal growth as many newspapers expanded in newer geographies but lowered cover price to gain readership. The newspaper industry which had remained largely flat in 2009, was back on the growth track with 11.7% growth taking this industry segment to INR 159.5 billion in 2010 and increasing its share in the print industry to 89.3%. Overall the size of the industry was 178.7 billion in 2010 registering a growth of 10.7% over INR 161.5 billion 2009. The print advertising, which constitutes 63% of revenue for the segment, registered a growth of 13.5% in 2010 over 2009 and stood at an estimated INR 113.5 billion in 2010. Circulation revenues for print grew by 6.2% in 2010 over 2009 and stood at an estimated INR 65.2 billion in 2010. The growth in circulation was largely contributed by players expanding into newer geographies.23
Regional players are expected to grow at a brisk pace, both in terms of advertising revenues as well as market expansion. Increase in newsprint prices are a concern for the industry and are likely to hit profitability in the current year. Increases in salaries recommended by the Wage Board can also effect profitability of smaller publishers. Newspaper publishers are expected to continue to increase presence in the online format. However, print is not only here to stay for the next five years it is expected to show steady growth too. India’s place in the world: India is the second largest newspaper market in the world, after China. While globally the print industry is on a decline, the Indian print media is showing steady growth. The global newspaper market fell by 0.3% in 2010 as declines in North America offset gains in other regions. Global print advertising fell by 1.3% in 2010 and is expected to decline further by an additional 0.5% in 2011. The total readership (TR) of all newspapers combined, over the same period last year. The total readership of all English, Hindi and regional dailies combined in R2 2008 was 34.1 crore. It increased by 4.3 percent, to 35.6 crore, in 2 2009. Overall, the readership of English newspapers, and more so, the magazines, was hit harder. The regionalization will gain prominence in the years ahead as a key growth driver. One way to track this trend would be to track the revenue contributions from Vernacular, Hindi and English languages in the coming years. Traditionally English languages revenues have enjoyed a majority share; however, revenues from regional languages (Hindi and Vernacular) will catch up with English in coming years erasing the historical advantage that English enjoyed. Localization of news through special editions has plenty of growth opportunities as well. Innovations, story-boards for advertisers are more easily created and presented in audio-visual formats. In order to continue attracting a large share of the total advertising spends in India, print players have introduced several innovations to assist media planners in engaging their target audiences. Additional capital infusion into the print sector could lead to more aggressive expansion.
strategies, possibly more competition, quicker industry growth, and internal operational improvements. There is a growing turned to hyper localization in the print media. Industry players are unbundling products to increase profitability. New entrants are expanding readership in respective markets.

PRESENT SCENARIO

During 1976-1996, Hindi newspapers had massive growth in terms of readership and circulation. Layouts of newspapers had improved, easy, understandable language had attracted readers, Newspapers had been successful in providing better perspective of themselves, society and politics. The newspapers made readers aware of their rights and privileges. It asserted them to fight for their rights if required. With the success of Hindi language newspapers local languages flourished and imparted a status to Hindi language. Hindi newspapers standardized themselves in syntax, usage, structure of sentences to make themselves understood by readers who are geographically distinct. It helped to foster a common link amongst different variations of the same language. The Congress party also helped in the promotion of languages, as it conducted its meetings in local languages and was successful in replacing English imposed upon Indians by Britishers. As a result, politics of India was discussed in local languages, which enabled the party to gain mass appeal. Further, partition of India and Pakistan in 1947 created a urge to develop common script for Hindi and Urdu, which are interdependent in spoken form.

Better purchasing power in urban areas reduces the ratio of newspaper to person and hence, helps in better visibility for advertisements. Many a front page is a full page ad. Unscrutinised advertisements for shady unlawful practices in the classified advertisement section has not left the English press untouched either. Just on the adjacent page, one can find news reports on exposed rackets operating out of the very places advertised. It is reach and credibility of this press that can lead to a puzzled urban generation unable to make up its mind on whether to condone the “classified” practices or go along. Better financed than their regional counterparts, English-language newspapers are more flamboyant with colours and writing and make a fashionable impact on the mind of the reader. Their tabloid journalism section presents gloss and glamour and are often as instrumental as advertisements in aggressively selling certain kinds of lifestyles.
The English-language press in India is largely owned by business houses. The activities of these entities are of national interest and it is the right of the common man to be informed about them. Unbiased reporting and analysis without selective screening can be prohibitive to their self interests. Business interests depend on the legislation of the land which depends on bureaucrats and Parliamentarians. In case of a nexus between the three, or any two of them, reporting can go off center. Paid news and smear campaigns, even masked as advertisements, have gained notoriety in national dailies that claim superior reliability. While collaborations between Indian English newspapers and those from foreign shores, to bring out business and political news, help create a global culture with free flowing information, there is a strong chance of vested interests getting highlighted and others being ignored. A willful error of omission can lead to a huge sway in public opinion and market confidence. Competition between newspaper giants can keep such overarching biases in check, as each newspaper house/business house is equally interested in exposing the excesses of their rivals. The emphasis is on being the first to break the news. In this hurry, sometimes even unconfirmed reports go to print, scandalising the news. In a bid to drive up circulation, newspapers force school edition subscriptions on school children through aggressive salesmanship tactics and a commission-based relationship with schools. It looks fair if we are to overlook the fact that urban school-goers can find newspapers on their living room tables as well. Newspapers in India, as elsewhere in the world, are habit-forming products. Readers grow used to a certain format and style along with their morning cup of tea or coffee, and it takes a lot to make them change.

The greatest challenge before journalism in any democracy is to convince people of this fundamental truth. During the phase that began in the 1940s, editors and journalists of the vernacular press, mostly recruited from small towns and semi-rural areas, had somehow grasped this fact instinctively. Together with their avid new readers, the Hindi journalists underwent a unique expansion of the heart and mind as they began to report and write and absorb the fascinating reality of India beyond its big cities and the party headquarters offices. Their writings may have been less polished, their dailies less well-produced, but it was as though India had at last learnt to speak for itself. It is this aspect of the vernacular media, including in Hindi, which one finds the most beautiful and endearingly human. And with this, the Hindi newspapers, as in
the case of their Tamil, Telugu, Kannada or Bengali counterparts, managed to create a republic for the humblest readers sitting far away in Samastipur or Farrukhabad or Almora.²⁵

Today, local language dailies are the largest read publications; the leader in this segment being Dainik Jagran, with 16.0 million readers as compared to the most read English newspaper, The Times of India, with a readership of 7.3 million. Malayala Manorama newspaper, which is published in Malayalam from Kerala, currently has a readership of over 9.9 million (with a circulation base of over 1.8 million copies) and, thus, has the most circulation in regional languages.²⁶ India has a population of about 1.5 billion according to the recent census, out of which only 65% of people are literate. In such a situation, a majority of the populace, especially in the rural areas, either does not know or is not comfortable with the English language. So in order to reach a major part of the population it is mandatory to use the local languages. People who can read and write prefer local dailies and magazines and people who cannot rely on television channels and movies in their local languages for gathering information or for their entertainment. From 1980 onwards, efforts were made by Hindi language newspapers to reach rural areas, not only for higher circulation but for raising the standards of rural people, which was necessary for development of the nation. Most of the newspapers, which ventured into rural areas, faced initial problems of skilled journalists, adequate printing technology etc. but soon these problems were catered by local politicians, who understood the potential of local press. In 1990’s, many urban newspapers launched regional editions for rural readers. It generated a lot of local and classified advertisement and made it commercially viable and profitable for newspapers. Further personal advertisements-births, deaths, marriages, birthday greetings and obituaries too generated revenue to newspapers. This trend was soon followed by other urban newspapers as a vehicle of expansion. The local newspapers became an additional weapon to round up voters, apart from traditional method, through local influential leaders and land owners. Many newspapers were run in support of a particular party or leader and published news for maligning the image of rival party. With passage of time printing machinery of newspapers improved and with advent of computers launching new city editions became affordable and easy. Hindi language newspapers reflected views of their readers more accurately and in detail than in English newspapers, which further led to its growth. Hindi papers also followed the techniques of English newspapers to interview and interact with prominent people and groups of the city to
study their influence and printed it in their newspapers. Hindi newspapers remain attached to their roots which basically led to its development. Print media had always been considered more reliable and Hindi newspapers sustained with this faith of readers. Hindi newspapers played constructive role at the time of local elections, developmental issues, rural health programmes and in providing vital information to its readers.

Electronic transfer of copy over telephone line and email over computers transformed the mode of newsgathering and dissemination of news. Competition amongst the newspapers for wider readership and advertising revenue led to expansion of newspapers publication offices in local and rural areas. The newspapers offices became modern, huge and popular among local residents. Local businessman, doctors, educational institutes, social workers etc. sought to be featured in news stories about their achievements became the subscribers or advertisers of newspapers, which focused on local coverage. As a result circulation had a boost, newspapers attracted more advertising to reach potential buyers. This further led to an increase in demand of journalists, stringers, editors, who could balance the new stories of required areas. Basically, the Indian language newspapers narrowed down the gap between readers of rural areas and English language newspaper. No English newspaper office was near the rural reader and their paper reached the next day or at times later. Since readers of English newspapers in rural areas were less, they focused on urban readers only and never thought of starting editions in regional areas. This was understood well by Hindi newspapers and they bridged this gap between a reader of English language newspaper and one who could read it in his own language. The growth of literacy, hunger for news, increasing purchasing power led many rural public to buy newspapers. Important local and global news and current affairs can be effectively transmitted through regional languages.

Hindi is nowadays is no longer being spoken by people who are not comfortable with English language. Hindi is now a power language of politicians, affluent Indians, and is a passport to social acceptance. The credit goes to Hindi newspapers and TV channels that laid the foundation of national language saloni in her article opened. When Hindi channels went 24 hours, Hindi soaps catapulted audiences of households. MTV turned desi and encouraged the trend of Hindi in youngsters. This made people realize the strength of their national language and it gained momentum. The young urban generation now watch Hindi movies and directors like Karan Johar have altered the down market appeal of Bollywood. Now Hindi language spells glamour, cheer,
success and is hip. Hindi language has a good hold on purchasing power. It has become desirable as it sells. Now, there are greeting cards in Hindi, multi national companies slogans in Hindi (thanda matlab coca-cola), hoardings, full page advertisements in English daily newspapers, Hindi songs in discos, Animal Planet is launched in Hindi, Yahoo had launched local language chat in India and much more. Nowadays a new Hindustan is booming with this language. The recent media revolution and the need to connect with millions of people has brought back the suppressed respect for Hindi language and culture. Hindi is also necessary for brands who have rural people as their target audience. Basically, India is changing. People are now comfortable with their own identity and culture. The generation that opposed the imposition of Hindi is history. In the present generation, despite language diversification, a subliminal cultural change is being observed. Filmmakers like Mani Ratnam, music directors like A R Rahman have successfully established themselves in Bollywood from South Indian films. Hindi films are also doing better than before because of new trends of mass appeal that is driving the market. On private radio channels, non-stop Hindi hits are being played regularly; Hindi cuisine from north is attracting crowds; many retail chains of different Indian brands is gaining acceptance. Hindi is now known as language of global Indian. Media is also pushing this trend and Hindi is becoming the language of market as icons of TV, films, theatre, radio and music are popularizing the language.

Media experts also utilize Hindi language and promote programmes in this language, which add as a powerful punch. On TV, top ten programmes are in Hindi, top ten daily newspapers are in Hindi, software programmes, slogans are all being promoted in Hindi language. Hindi is generating a market and its popularity can no longer be questioned. The circulation of Hindi newspapers have given a backseat to English newspapers. They are the largest publications. They are generating big employment opportunities in media like radio, TV, newspapers since they involve expertise in Hindi language.

The advertising industry is now focusing on buying big space in Hindi dailies. Global brands prefer local language commercials as it caters to local flavor and reaches millions. Hindi has deep impact on people of India. It can never fade away; it will rise with time and has a bright future. Hindi language reflects the connection local people in India feel when something is presented to them in the language they have been born hearing. It is this connection that is utilized by publishing and media houses to meet the expectations of local people. When the
expectations of local people are met, a level of satisfaction is generated, which further leads to popularity. Its just the digital media where reach of regional media is at a developing stage but is growing at a fast pace.

**CHALLENGES BEFORE PRINT MEDIA**

Readers are an important ingredient of newspaper. No newspaper can survive without readers and a reader decides the life of a newspaper. Advertisement revenue is important for the economic stability of a newspaper. Every newspaper provides information and entertainment but what makes a reader choose a particular newspaper and he subscribes to it for a long duration is a big question. This question has manifold answers as popularity, content, context, language, cost etc are the various factors responsible for the successful circulation of a newspaper. No reader generates fondness for a newspaper in one day. It is the newspapers long term efforts that binds the reader's attention and its individuality that separates it from its competitors. This inflicts the responsibility on a newspaper to have knowledge of the need and expectation of its readers. The tastes of readers don’t remain the same forever. They change with changing perceptions of time, money and market. So a newspapers also keeps bringing changes in its structure and outlook according to the changing needs of the consumer.

The area of print media has expanded. Technology, globalization, competition from other media: radio, TV etc. have surpassed the ethics of journalism. With growing consciousness, awareness of readers, increasing literacy rates, availability of instant information, the challenges of print media are rising at an alarming rate. Print media is now under the strong hold of influential groups who are urban centric and their thought process is totally market oriented. The newspaper nowadays is treated as a product, whose brand equity is established and then cashed upon. Newspapers does represent society but through its own perspective which is the result of many influential factors like politics, commodification, marketing and advertising. Today, the rate of yellow journalism exceeds the growth of investigative journalism.

Globalisation has resulted in a lifestyle of hurry and worry and has transformed the nature of people in an unconstructive manner. Explosion of Electronic media has distorted the basic meaning of news and its characteristics. Electronic media has made the news instantaneous and had added innovation in its style and presentation. It has also affected Hindi Journalism and to keep up with competition it has changed the style and presentation of news. Before reading a
newspaper the reader nowadays is aware of the main local, national and international news. He expects the newspaper to provide additional information on the main news with proper analysis and expert views. This has added accountability on the newspapers to present news not only in detail but also to add up expert views and analysis for its creditability. This expectation of reader and his rising consciousness has resulted in the change of structure of news in a newspapers.

Journalism is now a profession opted to earn maximum profits and principles of marketing are applied to widen its sales rather than principles of journalism, which have become non-existent. As a result, journalism is deviating from its main objectives. Developmental issues are neglected and sensational issues are highlighted in newspapers. Newspapers are applying corporate business trends, treating newspapers as a burgeoning business and applying aggressive marketing strategies to increase its circulation by all means. Indian society is changing and under such circumstance media habits of people are also undergoing changes. The role of media here is to provide intellectual strength to its readers but unfortunately, it is missing and is being coloured by sensationalism. Today, newspaper industry has become electronic with electronic composing, editing reporting, typesetting, designing, printing and electronic distribution. It has become convenient to collect information at the click of mouse and print it immediately electronically. Though, this has added volume to its layout and improved the printing quality of newspapers but along with it, blue journalism has grown at an alarming rate. Blue journalism means vulgar pictures, pornographic representations and scurrilous depiction in any journalistic communication. It is adversely affecting the adolescents, youth and Indian value system from its roots. Portrayal of women in scanty clothes in advertisements is inappropriate for the sanctity of Indian women. This further leads to projection of women as a commodity and not as a human being, who is being utilized to seduce male consumers. All this content in newspapers is the result of market driven forces, to gain popularity, to earn maximum profits and to maintain competition from other media. But the loss of society is nowhere considered. The world wide recession is another major challenge for the newspapers to reckon with.

The role of an editor has been condensed in the Hindi newspapers as a result of new generation of marketing managers and publishers entering the field of journalism. The impact of marketing on journalism to gain maximum profit with high circulation figures have shrinked the role and opinion of an editor. These marketing managers now days are graduates from international
universities like that of America and Britain and are highly influenced from the media culture of foreign countries. They tend to utilize their international exposure of treating a newspaper as a brand and to earn maximum profits even if creditability has to be sacrificed for it. That’s how journalism in India which had played the role of serving the nation has transformed into a full fledged corporate business to achieve financial benefits. This decline in standards of journalism by ignoring the role of editors is a serious challenge in present print media industry. Big business houses who invest in large amount of money in newspaper industry lack confidence in an editor who can harvest them high profits and therefore look upon for a marketing manager for returns. This has affected the individuality of an editor who feels suffocated in their marketing scenario and is unable to carry forwards his viewpoints strongly amidst corporate interests of owners.
REFERENCES

4. wikipedia.org
5. ibid
9. J. Natrajan, history of Indian Journalism, Tata Art Press, New Delhi
10. Ninan Sevanti, Headlines from Heartland, Sage Publications, New Delhi
14. wikipedia.org
16. Indian readership survey (first round)1995(IRS-95)
17. www.outlookindia.com
18. ibid
19. ibid
20. www.slideshare.net
21. ibid
22. ibid
23. ibid
24. ibid
26. All figures are in accordance to the 2010 Indian Readership Survey findings
27. www.youthkiawaz.com