CONCLUSION

Hindi media had been at the receiving end for quite some time and was not getting its due to various factors. It is only after 1990 that revival of Hindi started taking place with globalization. Modern India is a multilingual nation. Hindi has come a long way since its adoption as an official language by Indian constitution. It is recognised as a national language in India and it even links people speaking regional languages. Language plays an important role in the development of society. While societies undergo transition, so does language, both in its popular and in its purest form. The touch of market economy has not left the linguistic scenario of India untouched and Hindi newspapers have made an important contribution in it. 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, through its programmes in Hindi. 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 as confirmed by the analysis of Audit Bureau of Circulation (ABC) on regular basis. 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. There are lots of high-end products like expensive watches, luxurious cars and other lifestyle products that are marketed in Hindi language which is considered as a link to masses. Many mobile companies are planning to extent the benefit of mobile revolution to a larger consumer base of Hindi speaking people. Hindi is also becoming computer friendly and its internet edition are gaining readership. A regional language intellectual attitude is sweeping across India. Hindi has lost its label of being down market and unfashionable. The advent of the Internet and the globalization only strengthened Hindi.

Hindi is accommodated everywhere. So, a language that has survived through the centuries progressing steadily with different dialects and masters, is bouncing back again in India. But the way Hindi is being used today may not be the same in the next 50 years or so. The structure of Hindi is likely to change Only time can speak how Hindi would hold a balance between the need of the market and the expectations of the people.
FINDINGS

Hindi newspapers are widely read by people of Punjab and have a good reach. Hindi newspapers enjoy a sizeable readership in Punjab due to high literacy levels. A good percentage of males (69.5%) opined that penetration of newspapers in smaller towns of Punjab is responsible for increased readership. A vast majority of oldest age group respondents (72.7%) favoured high literacy levels as major factor in growth of readership followed closely by middle age group (70.3%) category of respondents.

In the past, the print media shouldered the responsibility of disseminating the news. But, today with the growth of information technology, audio and visual media are in the field with instant and wide coverage. It was thought that the advent of information technology would affect the print media. But, it didn’t happen. Statistics also shows that no technology can beat the print media, which always finds its own level. The print media has responded to the new changes and challenges with its modernization. They have accepted the information technology, which resulted in better coverage with greater speed and affordable price. The readership of Hindi newspapers is also growing. Punjab Kesari (42.4%) leads in terms of readership of Hindi newspapers in Punjab, followed by Dainik Bhaskar (34.4%) while Dainik Ajit and Amar Ujala are read by a minority of respondents (5.1%, 6.2%). The statistics also shows that the people prefer reading their regional language newspapers and that is why the regional newspapers are venturing out to bring editions from other cities where there is a sizeable population of the respective language.

The headlines on local pages catapulted people’s attention towards issues which had social significance. At number of people (67.2%) felt that headlines of Hindi newspapers are very eye catching while 16.3% disagreed and same number of people (16.3%) had no definite view. As far as educational qualification is concerned, a similar trend was observed with 73.5%, post graduates, 64.8% graduates and 62.3% undergraduates supported the striking influence of headlines on readers.

Another area of debate is the coverage of Bollywood news extensively by Hindi newspapers. The male and female respondents (51.4%, 50%) agreed that Hindi newspapers bear a lot of
Bollywood news. Hindi newspapers also carry weekly supplements on Bollywood news and gossips. In the age category, oldest age group readers (41%) admit the wide coverage of Bollywood news in Hindi newspapers while youngest age group readers (51.8%) are of a totally contrasting opinion.

Hindi newspapers as agreed by the respondents have emerged strongly from just being a replica of English newspapers and have established their own identity in Punjab and have subsequently changed the media scenario in the state. 35.7% respondents opine that Hindi newspapers are no more the imitation of English newspapers while (29%) respondents have contradictory opinion. 23% respondents do not succeed in expressing their viewpoint and 19.3% respondents agree to it to some extent.

During the Independence struggle and after, the Indian newspapers had flourished and expanded, gaining wider circulation and extensive readership. Compared to many other developing countries, the growth of the Indian Press has been impressive. Apart from English language, newspapers are published in India in more than 100 languages. India is one of the fastest growing economies. A large number of respondents (72%) are of the view that they foresee a strong, vibrant and bright future for Hindi newspapers in Punjab. 76.6% of males and 67.9% of females confirm that Hindi newspapers are very popular in literate circle of Punjab. Economic realities and relationships between press, television and those who own these engines of control and change will eventually determine the future of India's communication culture.

When the readership of Hindi newspapers was compared to that of Punjabi newspapers which is the first language of the state of Punjab very interesting conclusions were observed. A good portion of respondents (45.3%) articulated that Hindi newspapers had surpassed Punjabi newspapers in terms of readership while (24.7%) respondents disagreed and (17.3%) respondents had no definite opinion about it. Both male and female respondents (52.5%, 39.%) agreed that Hindi newspapers had excelled far beyond Punjabi newspapers. The reasons for popularity of Hindi newspapers had been the trend of Hindi language amongst masses of Punjab and the educational pattern of Punjab which gives importance to Hindi language as compared to preference to Punjabi language.
Another significant feature of this growth is the narrowing of the urban and rural divide. Globalisation also leads to this transition. (71.6%, 71%) undergraduate and post graduate respondents signify the rising literacy rates and more educational opportunities as main reasons for its growth of Hindi newspapers in Punjab. A very close opinion was added by graduate respondents (67%) who found awareness amongst people as main reason for the growth of Hindi newspapers. Emergence of a new middle class, modern communication systems and enhanced purchasing power, have all combined to help in the increased circulation of language papers. The change in the language of Hindi newspapers as market friendly has also lead to its popularity among common masses. A major group of respondents (41.5%) disagree that English and Punjabi words were extensively used in the Hindi newspapers while (37.2%) respondents have contradictory opinion. 21.3% respondents do not succeed in expressing their viewpoint. Both male and female respondents (64.5%, 62.6%) agree that Hindi newspapers had excelled in terms of language which is liked by all groups and is market friendly. Hindi is the only link language of the country and should be respected by the people. When respondents were questioned on this, 54% respondents disagree that that Hindi newspapers should not be read exclusively for promotion of national language while (37.5%) respondents agree that national language can be promoted with increased readership of Hindi newspapers. 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 media persons from different Hindi newspapers who were interviewed also testified to the fact that Hindi print media had a bright future despite various shortcomings. Marketing strategies adopted by them and penetration to rural areas , along with providing a glocal flavour has lead to a rise in their circulation and a transformation in their outlook, in terms of content and layout. A mixture language is being used which is people friendly. Competition with English newspapers and electronic media bodes well for the language print media. The role of non Punjabi readers from other states was also highlighted in the context of the growth and development of Hindi newspapers.
HYPOTHESES

The first hypothesis that Hindi newspapers influence Punjab’s culture has been proved. A majority (49%) agreed that Hindi newspapers present balanced view of religious news as well as 55.7% female respondents felt that political news of Hindi newspapers is very credible. Columns on women, fashion, health etc are quite popular among people of Punjab and are successful in attracting readers from different genres. Most of the respondents (51.4%) in the categories of age (below 25 years), agree that Hindi newspapers is close to their culture as content is in accordance with the taste and orientation of local society and 49.4% respondents in educational qualification (post graduates) category supported this view. Diversity of ownership is reflective of cultural variation in India's multilingual landscape. Capitalism, the press, and public hunger for news promote a culture of media that is fast replacing the legacy of a colonial system. While corporatization and state regulations can soften free expression, the force of public interest and the market economy strive for greater freedom and openness. Both politics and capitalism thrive on the liberties of a democratic system that continues to evolve into a functional hybrid of chaos and order.

The second hypothesis was that the marketing strategies and advertisement schemes adopted by Hindi newspapers has led to increase in circulation. The positive impact of the study has been success of marketing strategies and advertising schemes in attracting readers. Therefore, another hypothesis has been proved as 62.3% of the respondents felt that coupon schemes have been a unique incentive for mass subscribers In the gender category both males and females (62.4, 50.6%) in a fine majority opined that marketing strategies and competitive media environment had strong impact on the circulation of Hindi newspapers. India's language newspapers enjoy a powerful command over other language newspapers in terms of financial stability and high levels of circulation. (65.2%) readers in the oldest and (61.1%) in the middle age category supported the view that marketing strategies had been very effective for the expansion of circulation of Hindi newspapers. A mutually convenient relationship between the owners and capitalists keeps a financial balance between local, regional and national spheres in both private and public sectors. Individual proprietors sometimes brought to their newspapers a strength and character which differentiated them from other rival
newspapers. The family and caste controlled small newspapers regionally maintain their freedom from big monopolies, thriving on their loyal supporters all over in India. 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 audience and advertising avenues were the prizes and these would come largely to newspapers that could convince advertisers that they had more readers than their rivals.

The third hypothesis about readership of editorial page of Hindi newspapers has been negative. Editorials of Hindi newspapers are read by very limited number of people (35.6%) whereas 24.2% of readers hold no definite view and 22.4% agree to it to some extent. Therefore, responses were very few. It was concluded that editorials are not read by a vast majority of people due to busy life of people and decreasing readership standards. In educational qualification category (39.8%) of undergraduates and (36%) of graduates were of the view that editorial page of newspapers were maintaining its preference for news and views. 21% of post graduates felt that quality of news is compromised in market driven environment. Though 17.1%, 24%, 27.2% respondents in all categories of educational qualification support this view partially.

The role of an editor in present scenario wherein market forces dominate the newspaper had been reduced to the task of a marketing agent, who is responsible for producing a product (newspaper) that sells. There had been many cases wherein editors of prominent newspapers who refused to bend in front of political pressures had been shown the door by the management. Editors nowadays have become throw away commodities if they fail to meet the vested interests of owners 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 chaos and to gain puffed up attention of other media. Moreover, globalization of media has made the flow of content of news very instant at the click of mouse though the credibility is questionable.
The fourth hypothesis that the credibility of Hindi newspapers suffers due to commercialization of news reveals that the credibility of Hindi newspapers is affected by pressure of competition and commercialization of news. 49.5% opine that pressure of competition affects the objectivity of news while 21.5% respondents had opposite views and 29% respondents agreed to it to some extent. Though growth of language newspapers is a welcome sign though there are also some areas of concern. This is because intense and fierce competition often results in unhealthy practices. One such practice is predatory price wars. One newspaper reduces the price resulting in an increase of its circulation. But this will soon be retaliated by further price cut by rival papers. One good outcome about this price war is that readers benefit by reduced prices, but small and medium newspapers suffer because they cannot afford to have price cuts to increase circulation. In Educational qualification category (51.7%) of undergraduates and (51.1%) of graduates closely followed by (44.4%) post graduates feel that quality of news is compromised in market driven environment. Cut-throat competition is also a threat to journalistic norms and values. There are instances of media excesses and media trials, fake sting operations, criminal trespassing of privacy, glamourization of criminals, promotion of hatred among communities and inflaming of raw emotions. Media houses also resort to mud slinging through advertisements to show that their publication is superior and the products of rivals are inferior. For a newspaper to survive, profit is utmost and families which have inherited newspapers strive to run them as businesses that bring a good return on the capital. The spirit of competition and survival affects the news content of a newspaper. A variety of information is added to basic news to have an value added impact.

The fifth hypothesis that there has been lot of stress on local news in Hindi Newspapers shows that this marked change in the coverage of local news by newspapers is another reason for the growth of language newspapers. Earlier, national and international news dominated the Indian press. But the experiment by some newspapers, especially in the southern states, of covering local news with prominence, gave a big boost to their circulation. Newspapers from other parts soon copied this. Newspapers started covering issues that were concerned with the ordinary people. The rural people found that there is a medium to express their grievances and aspirations. 69.7%, readers in the oldest age category and 58.3% readers in the middle age
category supported the view that local news is more detailed in Hindi newspapers as compared to English newspapers who focus urban population as main target audience and nearly 57.8% respondents in the youngest category also were of the same view. Starting of multiple editions was another factor that resulted in the growth of the language press. Earlier, newspapers were confined to state capital cities only. But as more and more potential readers emerged from other areas, newspaper owners started editions from even district centres. Thus, multiple editions of newspapers were brought out. The boom in advertising also helped in the growth of the language press. The rural masses turned out to be the biggest market for any product. For attracting them, advertisers were forced to give advertisements in local papers. This in turn resulted in an increase of revenue for the language press.

RECOMMENDATIONS AND SUGGESTIONS
A reinvention of Hindi language newspapers has led to reshaping of public perceptions. The sense of belonging that a citizen acquires with Hindi language has prompted this study. The traditional roles of newspapers had been studied extensively in the study and can be further expanded in the context of promotion of national language. The study has been limited to Punjab and therefore, can be taken up at India level for better comparisons and significance. The marketing strategies adopted by Hindi newspapers can be exclusively studied as they play an important role in reshaping the opinion of readers. The Hindi language readers are gaining momentum with rise in Hindi newspapers in Punjab but at academic level it is taking a backseat. Efforts of further research stressing the importance of Hindi language and elements of dialect can be incorporated to study its impact on culture identities. Media can be used as one of the dimensions of this aspect of the study. The present research has been confined to print media and is, therefore, confined in its scope. The area can be made more comprehensive with the incorporation of other media, even new media technology. Apart from the academic considerations, media, both print and electronic, needs to pay more attention to the growth and development of Hindi as a language. This is important part of its responsibility towards society. The degradation of the language needs to be arrested. Hindi journalism needs to be accorded the respect due to it. This must be highlighted with
collaborative efforts of media and the government. It is suggested that Hindi newspapers must raise their standards and along with emphasis on glocalisation, they should improve their quality with investigative stories, columns, visuals also. On the part of government, it can support language media through various means.