Chapter - 2

REVIEW OF LITERATURE

The review of literature is the basis of the most of the research projects. It is the process of reading, analyzing, evaluating, and summarizing scholarly materials about a specific topic. A review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources of information and form a critical summary and an assessment of the current state of knowledge or current state of the art in a particular field.

A literature review is a survey of already existing writings (usually published) on a given topic or area with a view to assessing their relevance to a proposed project. The selection of available documents (both published and unpublished) on the topic, which contain information, ideas, data and evidence written from a particular standpoint to fulfill certain aims or express certain views on the nature of the topic and how it is to be investigated, and the effective evaluation of these documents in relation to the research being proposed. A well-structured literature review is characterized by a logical flow of ideas; with consistent, referencing style; proper use of terminology; and a comprehensive view of the previous research on the topic.

The purpose of review of literature is to provide the background to and justification for the research undertaken and to increase the breadth of knowledge of subject area. It provides the intellectual context for one’s own work, enabling to position the project relative to other work. It helps to identify opposing views and to put one’s work into perspective. It facilitate the demonstration of accessing previous work in an area and to identify information and ideas that may be relevant to research project.

In review of literature one is required to present established findings, conflicting evidence, gaps in the body of scholarship related to topic of research. It is carried out to determine various approaches to the topic and to identify several issues in the field and to integrate what previous researchers have found and identify important issues still unresolved. Review of literature helps to point out similarities and differences, strengths and weaknesses in the literature and identifies the context for which literature is important.

Rangaswamy Parthasway in “Journalism in India” (1989) presents an account of history of Indian press in detail. It covers the pre independence role of Indian media and its growth after independence in the changing social and political environment. Author has presented the status
of Indian Press when journalists were poor but were driven by energy and inspired by Mahatma Gandhi to heroic deeds and sacrifices for independence of the country. Profiles of prominent English language newspapers and renowned editors who have contributed immensely in the growth of Indian journalism have been discussed in the book. This book provides an insight into the historical background of the Indian press as well as gives an account of post independent journalism which challenged the tyranny of the government and criticized its censorship and other restrictions posed on freedom of press in India. Magazine journalism have also been mentioned including news magazines which generated readership and competition. The growth of language press have also been highlighted in the book with examples of Malayalam Manorma and centenarians of various newspapers have also been included. Indian journalism is of vital importance and its weaknesses, strengths, ethical standards command, resources- everything have been extensively mentioned in this book.

**Manus** (1994) in his book, “*Market Driven Journalism-Let the citizens be Aware*” writes, ‘adopting sensitivity to audience ratings similar to that of local television news, newspapers has diminished the traditional role of ‘which events and issues are news worthy’. He states further that managers are telling journalists to let the public decide what becomes news by paying attention to what kinds of reports are most highly valued in the marketplace. Citing the present market driven corporate model of print media in operation, Manus says, ‘This market driven journalism may lead to four social impacts: the consumers are likely to learn less from the news, consumers may be misled, news may become manipulative, and viewers may become apathetic about politics.

**J Natrajan** in his book, “*History of Indian Journalism*” (1995) asserts the origins of the functions of the press, which cater to the needs of large masses. This book covers the history of journalism right from the origin of the press to the registration of the press, intruding through the laws that govern the Press to the history of newspaper and Government publicity and Public Relations. It also highlights the contribution of leaders like Ranade, Tilak and Gokhale through newspapers and movements for the independence of India. It also focuses on Mahatma Gandhi’s contribution to the field of journalism as well as his movements for the independence of the nation.

**Upinder Vajpayee** in his article (1999) “*Patrikarita Ki Yatra Main Utarte Chadte Parav*” talks about his historical journey with the field of journalism from pre independence to post
independence times. He explains the dynamics of changes in the field of journalism with the attainment of national independence. The article includes an insight of the status of Hindi journalism which was very fragile immediately after independence and its journey of development into a self-governing entity with passage of time. The author discusses his personal experiences of working with regional newspapers, the status of journalism and its principles at that time. This article talks about the growing creditability and popularity of Hindi newspapers in social circle in late nineties.

Anand Swaroop Verma, “Bazaar Arthvayavastha Ke Beech Patrikarita” (1999) talks about the present status of Hindi journalism, wherein impact of localization is very volatile. The area of news have become so narrow that a reader of local newspaper of one town is not aware of major events of another nearby town. The localization of news with multi edition newspapers has restricted the news content of a particular place to its boundaries only. Hindi newspapers carry separate editions for separate towns so scope of news has narrowed down. Moreover, credibility of source of news is another challenge as newspapers are always under pressure of printing maximum local news in special editions to distinguish themselves from other competing newspapers. With all these drawbacks of localizing news content, the main motive of dissemination of news is lost and people are being misled towards unimportant local issues rather than important developmental issues of concern.

Jyoti Raghavan in her article, “Commercialisation of Media” (2000) writes about the influences of aggressive marketing drive on the Indian media. The role of media to act as guardians of democracy and ensuring accountability of the elected representatives of the people have been sidelined by the marketing forces and has led to trivalisation, vulgarization and commercialization of news content. The author has covered the changing role of print media and electronic media, both citing the examples of prominent newspapers and news channels which are utilizing marketing strategies to increase their impact and circulation. The degradation of quality standards in lieu of commercialization has led to the sacrifice of social responsibility function of media. It is high time that media should accept this undesirable trend and move ahead practicing journalism without profit as sole aim and ensure its accountability towards general public.

H K Dua in “TV Vs Print” (2000) draws a comparison of TV and print media stating importance to both of them respectively. The writer states that both TV and print media are
important channels of communication and make a dent on the viewer and readers intellect, mind and thought and goes a long way in directing an instinctive long term action. Newspapers require millions of words to make an impact on the reader while Television has the capacity to make instant success of mind of viewer with attractive visuals. A newspaper appear once in 24 hours while a news channel is 24 hours available for indepth, investigative, interpretative and news analysis. Both the media’s- print and television have achieved a level of individuality and expertise and to conclude which is superior is not possible in present scenario of free flow of information. The positive reality is that media is generating an interactive, well read population which is very important for the advancement of a progressive nation.

Dr. Manohar Prabhakar and Dr. Sanjeev Bhanwat in their book, “Media Scene In India: Emerging Facets” (2000) is a collection of essays on media written by veteran people of media industry. The Indian media is questioned for its growing negative perception in society. There is a complete fallout of standards of journalism wherein journalists are bribed for news of a particular nature, and newspapers welcome advertisement in place of serious news story for a hefty price. The contribution of electronic media in creating passive viewship of children, which leads to physical and mental inactivity is discussed. The distortion of facts, use of inappropriate language ,quoting out of context are the issues of creditability of media organizations and the need to breed upon corporate inducements is questioned. There is a lesson to be taught to the tainted politicians. Bureaucrats and public officials that attending seriously to their work will surmount the need of cheap publicity through newspapers and electronic channels. The media should also be reminded in strict language their sole purpose of disseminating information without bias and prejudice by media associations constituted for the purpose.

Harsh Pandey in, “Media Aur Hindi Sahitya: Khatra Jaron Se Katne Ka” (January 2000) opines that Hindi literature is facing a threat from the recent trend of usage of mixed language in Hindi newspapers. The rich Hindi literature, its contribution in giving strength to the language is suffocated in present scenario, wherein consumer friendly Hindi language is being utilized by Hindi newspapers. Hindi language had fought a tough battle to be recognized as national language of India and now again its correct usage is being challenged by this new Hindi media barons. The Hindi magazines also carry very few articles on Hindi literature but concentrate on entertainment issues to increase its circulation and this speaks of the sorry state of Hindi
language. Very few eminent writers of Hindi literature have gained recognition for their contribution to the language and are soon being forgotten as obsolete items in today’s ultra modern time of hurry and worry. The author has expressed his concern for disrespect of Hindi literature in present circumstances.

Dr. Rajendra Mishr and Dr. Devi Singh Rathore in, “Patrikarita Ke Vivid Aayam” (2003) brings together a group of Indian scholars to analyse the changing scenario of Hindi media. It includes the different challenges faced by Hindi media in the wake of globalization, commercialization, stiff competition from electronic media and role of editors of Hindi dailies. The twenty five essays track the magnified role of Hindi journalism in the context of its history, development and present status. The impact of internet on Hindi newspapers, status of women in the field of journalism, journalism-a mission, corporate culture in Hindi media, strengths of rural journalism, role of advertising in newspaper industry, Hindi as a language of communication, creditability of Hindi newspapers are some of the important issues covered extensively in the book. Overall, this book is a complete justification of present trends and challenges faced by Hindi media industry.

Parkash Singh Jammu in his book “Globalisation And Punjab” (2001) had included a collection of papers presented at a seminar organized by Punjab Academy Of Social Sciences, Language And Culture. These papers altogether concentrate on the issues which have had an impact on economy, policy and culture of Punjab. LPG (localization, privatization and globalisation) is a multi dimensional phenomenon and had affected many aspects of life in Punjab. Through this book the editor has successfully generated awareness regarding positive and negative effects of the phenomenon of globalization. Globalisation is a recent term but has a definite historical connection, which has set India on the path of socio-economic development. The author also focuses on culture in its local sphere as well as in its global background. Examples of Sikhism and Sufism as symbols of composite culture have been utilized in a relevant context in the book. Some experts have also conveyed the ill effects of globalisation in developing countries due to massive corruption, inefficient administration and lethargic corporate nations eating the roots of nation. This book is an insight on Punjab’s economic, cultural and social structure of society.

P Stahlberg in “Lucknow Daily: How a Hindi newspaper constructs society” (2002) has analysed the overall status of Hindi newspapers and journalists and their work in northern city of
Lucknow. He states that English newspapers are no more the monopoly agents of credible information and booming Hindi newspaper industry is posing a serious threat to it. The same is the situation with national politics which is no more dominating the politics of country. The regional parties, and marginalized groups have grown in strength due to rise of language media and is working on grass root level for mobilising unprivileged people of society. He asserted that Hindi newspapers occupy an important place in North Indian politics and society.

P K Ravindranath in his book “Indian Regional Journalism” (2004) has broached to the subject of present times with a look at historical affairs in the print media. The writer has included many aspects of Indian journalism which are responsible for the strength of print journalism in India. The book includes an insight on journalism based on regional languages like Tamil, Bengali, Urdu, Marathi, Malayalam and Kannada and their development. Journalism in post independence has also been discussed with special reference to deterioration in the quality of journalistic standards. The tabloid content of newspapers, commercialization, market forces, inabilitys of media councils, lack of objectivity etc has led to condensed role of media as watchdogs of public interest.

Shefali Vasudev in her article, “The Hindi High” (2004) talked about the resurgence of Hindi language over social, cultural and political spheres in post colonial India. The media revolution and the resultant need to communicate with millions of Indians has brought back the suppressed respect for Hindi language and culture. Hindi has become the language of Urban Indian who feels proud to talk in Hindi rather than English. Use of Hindi in communication is a reflection of the confidence of new India. The author has included examples of multinational companies utilizing Hindi words in their advertisement slogans. Many electronic channels have transformed into Hindi, Bollywood movies promote Hindi language, latest music liked by people is Hindi pop and SMS service on mobiles is in Hindi etc. It is emphasized that Hindi has become the market language of India which is being promoted by media industry and is gaining momentum because of its acceptability and local flavor.

Payal Kamat in her article, “Impact of Print Media on People” (2005) has taken up the issue of ever growing importance of print media on the lives of people. The expansion and development of print media have significantly influenced politics and society and has led to mobilization of marginalized groups to raise their grievances in public arena. The print media has come a long way, with early images of mission to present scenario of materialism motivated
by sole aim of profit generation. Print media is an important channel to reach masses and have earned a reputation of being largerly effective in the cognitive and psychomotor domains. At the end of the article the author has criticised the present scenario of print media industry which is being tainted with plagiarism, sidelining development issues in lieu of commercialisation and its urban outlook.

**Anil Sinha** in “Hindi Patrikarita: Itihas, Swaroop Aur Sambhawnaaye” (2005) attempts to explain the status of Indian Journalism before and after independence. He reviews the history of Indian journalism since 17th century and examines its influence on people of India. It tracks the rise of Indian journalism from Bengal and spread towards other important states of India. The second section studies the aspects of commercialization, changes in the layout of newspapers and highlights the reasons for the growth of Hindi journalism. The organization of media agencies and their development is discussed in the last section.

**Bijender Kumar** in his book, “Hindi Patrikarita Aur Bhoomandlikaran” (2006) examines the status of Hindi newspapers in post liberalization era to argue the impact of India’s integration into global economy is deliberately evident in Hindi Media’s representation of global and local news. Globalisation is responsible for bringing together economies of different nations of the world which are interdependent on each other for employment, business and communication. Globalisation helped the newspaper industry to grow in terms of technology and communication at world level. Computerized photo composition, modern offset machinery helped newspapers to improve their layout and the internet editions of newspaper gave it a professional outlook. Globalisation helped regional newspapers to come out of their shell and make themselves popular in literate circle. In the wake of globalization, the structure of Hindi newspapers is based upon the choice of reader and marketing strategies are the forerunner in this recent trend.

**Suhas Chakravarthy** in “Press and Media-The Global Dimensions” (2006) opines international perspectives of the press and media in the rapid changing world. The book focuses on the effect of growth of satellite television on print media, which helped in reinstating the power of printed word. This book has signified that communication revolution has had positive impact on press and printed media. This book reaffirms the positive role of media in the era of globalization. The author has also gives an insight on the status of Urdu press in India. The author provides a view of world press like in America, Germany, Russia and Japan. An account of information on the beginning and growth of Marathi and Hindi press have also been mentioned. The modern role of
press in the scenario of globalization has been well accounted for in the book. The role of newspapers in forming general opinion of public and maintenance of objective standards has been questioned. The preservation of freedom of press, an important perquisite for existence in a democratic form of life, is well understood.

**Gajendra S Chauhan** in his paper, *“Resurgence Of Hindi in the Wake of Globalization”* (2006) has stressed on the survival of Hindi language newspapers and their revitalization in the wake of competition from electronic media. He has specified three main factors for the success of Hindi newspapers, namely marketing, media and money. Urban people of India no more believe in expressing themselves in English. Use of Hindi as a language of communication is a reflection of confidence and the advent of internet has changed the relationship between Hindi and English. Hindi no longer considers English as its opponent. In fact, trends like Hinglish are becoming popular amongst Hindi newspapers, FM Radio stations, Satellite Television and Bollywood. Hindi is becoming the language of a redefined global Indian. No doubt author has expressed his fear on the bright future of Hindi as a language of communication in India due to changing perceptions of Indian market and the expectations of people. Overall, linguistic scenario of India is undergoing transition and Hindi is emerging as a powerful language due to impact of media on Indian society.

**Sevanti Ninan** in *“Headlines from The Heartland: Reinventing the Hindi Public Sphere (2007)”* has stressed on the impact of localization taking the centrestage. The study is an important contribution in understanding the resurgence of Hindi newspaper industry and their penetration into local market. She has explained how localization is affecting the politics, local administration, regional identity and consciousness she traced that the upsurge in the post 1990s was due to the synchronous working of several factors such as increased literacy and political awareness among the rural. She also noted that the rural revolution in the Hindi heart land was also a post television phenomenon. People who happened to access the television got excited at the developments seen on the small screen and liked to curiously know more about them in the print media next day. There was a phenomenal localization of news in the form of additional supplements, which placed emphasis on the local crime, politics, entertainment and life styles. All this added to the growing popularity of Hindi newspapers region wise and by 2006, the Hindi newspapers occupied the top 5 positions among the top 10 positions throwing English newspapers like the Times of India to go for 11th position. She also points out the latest trends
of aggressive marketing by Hindi newspapers and how it is influencing the readership standards and circulation. This book is a deep insight into the media revolution taking place in India. She also points out the changing role of editors which is being taken up by marketing managers and how big media houses are pouring money in this burgeoning newspaper industry. She has highlighted the changes in newspaper industry and in the Hindi belt areas after independence. The only critical part of Ninan’s study is her conclusion that process of localisation is complete, which is questionable. The impact of localization catering to a wider public sphere and commercialisation accompanying it has been responsible for growth of Hindi newspapers in India.

Ajay Dash in his book “Freedom Of Press” (2007) analyses a trend of public journalism and the impact of press freedom on it. This book includes historical, practical and philosophical appraisal of civic journalism that came to the forefront in the end of 20th century. The responsibility of news media to provide information on right time and in right manner characterises the credibility of media. The status of Indian Press as a metaphor of advancement in the globalised world has been taken up by the author in relation to the role of World Press. An account of violation of press freedom in the world, which reflects the torn social, political, modern fabric of society is also discussed. A critical assessment of civic journalism and how press freedom is affected by its virtues is discussed extensively. Concepts like foreign policy, censorship, democracy in relation to press freedom have been covered broadly.

Avinash Kumar and Ramesh Kumar (2009) in their article “Print Aur Electronic Media Ek Doosre Ke Poorak Hain” reviews the interdependence of print and electronic media upon each other. In the present scenario of communication revolution all media of communication: print, electronic and web, have come altogether for disseminating information. Print media covers news broadly and provides a base for electronic media to expand further. Both print and electronic add content and detailed analysis to the information obtained and try to widen their circulation as a result. The reader of newspaper and viewer of television obtains vital information as a result and is benefitted the most. The multiple editions of newspapers and various news channels of television provide all types of information whether local or global. Nowadays, the internet editions of newspapers have also come up which act as value added agents of information and communication to different parts of the world. All in all, the author has
emphasized on the growing importance of all mediums of communication and their impact on market and society.

Mrinal Pande in her article “Hindi Media: An Unreal Discourse” (2009) considers the vernacular rising as a vehicle for reaching the consumers in small towns and rural markets. The reader nowadays is a mindless consumer driven by advertisers’ choices and is presented with information which match global standards. The vernacular modernity produced as a result of rise in Hindi media is a fusion form of global and local, foreign and home-grown, elite and vernacular population. With the rise of Hindi daily newspapers, a fact was proved that Indians have ultimately learnt to speak for itself. A new public language for democratic discourse was created effortlessly and Hindi newspapers broke the dominance of English newspapers and English language. But the author later in the article criticizes the ultra modern approach of marketing mangers of Hindi newspapers who are exploiting the readers by disseminating information that suits their corporate associates. The milieu of Hindi journalism is undergoing a change and is being commodified to attract readers.

Ahmed Taberez Nayyazi in his paper “Politics after Vernacularisation: Hindi Media and Indian Democracy” (2011) stressed that the revival of Hindi Newspapers has posed threat to the dominance of English newspaper industry in post independent India. This rise of Hindi newspapers had led to the mobilization of lower caste people, who formed their own political parties at local levels. The paper also examined the relationship of Indian democracy and massive expansion of Hindi press, which led to the decline of English press who failed to accommodate growing aspirations of local people. The paper has taken examples largely from Madhya Pradesh and Uttar Pradesh. Hindi press challenged the dominance of national elite, who relied on English media for news. The regular check on political progress by the media helped the local political movements to gain momentum and deepening the process of democratization. The rise of popularity of Hindi newspapers added revenue as well as gave voice to less privileged people of Indian society to raise their grievances in public.

Shruti Venu Kumar in her article, “English Language Press in India: Fall from Enlightenment to Entitlement” (2011) attempts to explain the supremacy of English press in India from the pre –independence times and its present status. English language newspapers have urban orientation, which gave them a backseat and led to rise in circulation of Hindi
newspapersaa which have a regional approach. 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 is a useful educational mix. The author analyses the growth of both regional and English-language newspapers in forming public opinion of masses. The market forces have not left English media untouched when it comes to advertisement revenue and competition from electronic media. 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. While newspapers aim to condition minds in a certain way, they also, at times, ride on popular sentiment leading to contradictory stands and wrong mental conditioning if one is not in the habit of reading a variety of such newspapers and following it up with analysis.

Ahmed Taberez Nayyazi in his paper, “Cultural Imperialism or Vernacular Modernity? Hindi Newspapers in a Globalizing India” (2010) explores the changing media scene in India which has successfully given a backseat to English newspapers. Herein, a micro level study on Dainik Bhaskar has been included to understand the implications of the rise of Hindi newspapers at local level. The utilization of modern technologies of printing, aggressive marketing strategies, localisation and by providing hybrid content Hindi newspapers have successfully catapulted the readership and circulation. Vernacular modernity, wherein information is packed and reconfigured to suit local tastes and preferences have made Hindi papers popular in India. Consumerism, driven by flashy advertising, decentralization of newspaper production have favoured the growth of Hindi newspapers. Hindi newspapers provide hybrid content to its readers according to their tastes and sensibilities and have acclaimed the stature of cultural sovereignty.

Saloni Sathpathy in her article, “The Explosion of Language Press and Media” (2011) discusses the growing importance of Hindi language and Hindi newspapers. Hindi is becoming the language of a global Indian. Hindi language is becoming popular because of its local connectivity with the people who are enjoying information reaching them in their mother tongue. The media industry is catapulting this approach of people and are making efforts to fulfill the expectations of people. According to the writer, the percentage of common people browsing internet is low in India so they look up to Hindi dailies for news and information. Moreover,
there is a paucity of sites in local languages on internet and most of the content available is in English language. The Hindi dailies are trying to cater to the expectations of people by providing variety of information through different columns like entertainment, fashion, Bollywood, health, culture, women issues, education, career etc which are enjoyed by people. The author concludes that readership of Hindi newspapers is gaining pace and recognition as a major player in the present media industry.

Robin Jeffrey stated in his article, “Indian Language Newspapers and Why They Grow”, examines how local newspapers contributed to the deepening of Indian democracy by providing access to the institutions of democracy to different sections of society. He asserted that localization accelerated as a result of globalization and growth of economic reforms in India. The newspapers localized their outlook and created a new base for local advertising from small businessman, local politicians etc. in the face of growing competition from electronic media. Indian newspaper revolution placed much of the emphasis on the strategies the strong corporate houses adopted, which got Indian print media in treating the localization of news as a saleable commodity. He observed that commercialization of local news in the form of color supplements on a variety of subjects has been the singular strategy for increasing advertisements and revenues, besides expanding the readership zones state and district wise. Hindi newspapers have bought news closer to local people and targeted different classes of people effectively as well as retained national readership. The presence of Hindi newspapers in small towns and rural areas have provided a platform for growth and has led to new constituencies of readership. Overall, the article justifies the penetration and reach of Hindi newspapers responsible for its success saga in the wake of competition from electronic media.

Arvind Rajagopal in his book “The Indian Public Sphere: Readings in Media History” talks of a historical journey of media from colonial times to post independence phase. A finest nuance of a post modernist engagement with the history of Indian journalism and communication has been discussed in detail. A comprehensive view of the power of the spoken word in its formation at colonial period is compared to the utilization of communication technologies in transmission of information in present times is successfully drawn by the author. With emphasis on marketing and increased TRPs, most of these media organizations have been churning out content that is relevant and worth to be transmitted to public. The book answers the issues of the growing vulgarization and fictionalization of mass media content in recent years. Overall, this book
presents an insight of the history of Indian media but also critically examines it from the fresh perspective of post-modern studies.

Sanjay Dwivedi (2009) in “Hindi Ki Arthik Patrikarita: Pehchaan Ki Jadojahad” addresses the expectation level of global consumer of news. With the advent of globalization in the arena of Hindi journalism new challenges and opportunities have knocked at the door. The financial viability of running a newspaper successfully has attributed to the need /impact and requirements of economic journalism. People nowadays have great interest in news related to share market and investment opportunities. So the responsibility of Hindi newspapers in providing information related to share market and providing expert analysis of investment opportunities is a must. Economic journalism affects the political and corporate sector of a country and forms the basis of future course of action. These challenges of economic journalism have to be well understood by journalists of Hindi media for its existence in the competitive business world.

Arvind Rajagopal in his book, “Politics after Television - Hindu Nationalism and the Reshaping of the Public in India” talks about the extraordinary series of Hindu epic in serial form, the Ramayan, to nationwide audiences, violating a decades-old taboo on religious partisanship. It resulted in political campaign in post-independence times, around the symbol of Lord Ram, led by Hindu nationalists. The complexion of Indian politics was irrevocably changed, thereafter. Hindu nationalist leaders started embracing the prospects of neo-liberalism and globalisation. Television was the device that hinged these movements together, symbolising the new possibilities of politics, at once more inclusive and authoritarian. The author examines how the larger historical context was woven into and changed the character of Hindu nationalism.

Kirk Johnson in his book, “Television and Social Change in Rural India” looks at the social environment of village life in India and at the impact of television on the aspirations, values, ideas, relationships, and traditions of the villagers themselves.

Joginder Singh in his book, “Hindi Patrikarita Ki Dishayee” explores the rich history of Hindi journalism while focusing on its growth and development. Herein, author has also included the recognition of Hindi as national language of the nation. The importance of Hindi language for the national unity, relation of other Indian languages with Hindi and status of Hindi in Hindi speaking areas have been covered extensively by the author. The international status of Hindi as an important language and principles of journalism in context of society have also been
included. The role of press post independence and the utilisation of Hindi Language in electronic media have been examined.

**Dr. Rakhi Upadhaya** in her book, “Hindi Patrikarita Aur Pt. Yugal Kishore Chaturvedi” writes that Hindi journalism was a mission before independence and today its interface with globalization has evoked commercialization. Divided in two sections, the first discusses the phases of development of Hindi journalism from 1826 to the post independence journalism. The second section studies the contribution of Pt. Yugal Kishore Chaturvedi as a veteran journalist and his contribution to the field of Hindi Journalism. Meaning of journalism, Indian journalism, beginning of Hindi Journalism and its development has been discussed in detail. The different phases of development of Hindi journalism by renowned authors have been enlisted on the basis of time, context, categorization, organization of data etc. The biography of Pt. Chaturvedi and influence of Mahatma Gandhi on his life has been portrayed in the context of his contribution to the field of journalism. Pt.Chaturvedi was a renowned journalist of his time and edited and published various Hindi newspapers.

**Dr. Ashok Kumar’s,** “Hindi Patrikarita: Sancharkranti Puravkaleen Vikas Yatra” is a comprehensive guide to go through the origin of Hindi Journalism from 1780-2000. This book presents the multiple regional facets of Hindi Journalism from the first Hindi newspaper, “Otund Martand” to the new trends of Hindi newspapers of the 21st century. The present expansion of Hindi media industry represents a rich historical culture at the backdrop which has made indispensable contribution to the field of journalism. This book enlists in depth the grandeur of vernacular journalism responsible for the growth of Hindi journalism in India. It covers the early printing techniques and the standard of political writings in Hindi newspapers. The vocabulary of Hindustani or Hindi-Urdu comprises a lot of words from Sanskrit, Persian, Turkish, Arabic, Portuguese and English. The dialect of Hindi is based upon Khariboli, the vernacular of Delhi and Uttar Pradesh region. Though Hindi has acquired its formal and technical vocabulary from Sanskrit, it was only after independence that Hindi has been recognized as national/official language of India. In this way author successfully generates an interest in the development of Hindi language and newspapers.

**Rahul Ranjan** in “Unisween Shatabadi Ki Hindi Patrikarita Main Samajik Chetna” reviews the history of Hindi journalism in the context of nineteenth century. The core of the book is an analysis of Hindi journalism, social awakening amongst people of India, development
of public opinion and how Hindi newspapers reflected the changing structure of Indian society and people. In the book, organization of Congress party and their role in development of journalistic standards in India is included. The uprising of people of India against British government and their unification in the form of different associations is highlighted. This book make an original contribution to the status of Hindi journalism of 19th century and more generally to the understanding of social development of people of India. It covers an account of the renowned newspapers and journalists of 19th century and their contribution to the field of Hindi journalism.

Naveen Chander Pant in his book, “Patrikarita Ke Mool Siddhant” writes that journalism and socialism are the crucial dimensions of Indian society, yet there have been very few efforts to examine how they shape culture of India. The first section of the book maps the cultural implications in the development of Hindi journalism and its impact on the Indian society. The second section examines the social responsibilities of journalists and newspapers towards society. A journalist articulates and mediates the experience of common people and present it in the form of news and upholds responsibility for publishing news. The third section of the book entails the concept of Public Relations and advertising. In the writer’s opinion, both advertising and Public Relations are necessary for the existence and growth of newspapers in present scenario. This book points to the importance of culture, principles of journalism and ethics of journalists for shaping public opinion of people.

Dr. Kuldeep Chand Agnihotri in his article, “Hindi Patrikarita Ka Badta Bazaar Aur Sambhawnayen”, gives a brief description of early Hindi newspapers of India and their status. English newspapers enjoyed the status of national newspapers even after independence and was looked upon with respect and credibility. Then, with the rise and growth of Hindi dailies like Punjab Kesari, Dainik Bhaskar, Amar Ujala, a new trend was set and Hindi language regained its respect in the minds of Indian people. Editors and journalists of the Hindi press, mostly recruited from small towns and semi-rural areas, together with their avid new readers 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. India had at last learnt to speak for itself. The article explores the future of Hindi journalism in this competitive marketing environment and rapid globalization.