CHAPTER - II
REVIEW OF LITERATURE

The basis of any research stands on the availability of related literature. The related literature should be clear so that quality of research can be improved. Keeping in view the research topic, the dissertations of research are collected. To collect research material is to provide help to research and how the other researches are conducted. Keeping in view these strategies the researcher steps ahead. If the research work in this area has not been done for the present research then in this situation the research views are collected. Because origin of a thing lies in other things. The basis of which depends on some views. It is important for researcher to be conversant of research related studies and main problems critical notes of literature or careful study of related material is the essence of studied literature, where mainly intuitive form of knowledge is applied. The critical notes represent various objectives, which are necessary for a good research. The related studies of literature are the methods which have been used in previous researches, studies or innovations, one of which reflects the inner sense. The survey of related study helps avoid duplicacy explanation of views, which are used to solve the problems of comparative studies. This method of surveying provides suggestion as to which method is important to be adopted in research problem and in verification of conclusions it provides comparative subjects.
To study and evaluate the literature is related with research. To devote time for literature is a good habit which provides immense information of the subject matter. In any area of knowledge, any kind of study for a researcher it is necessary to know how about other methods of learning. In this way he can avoid re-perusals and surveys repetition. Necessary scholarly knowledge is obtained by the research, where parts of distributed knowledge are tried to be combined and chances come to establish related truths.

Study of literature provides a research scholar the limits of his present study and from the study of complete innovation he prepares his inner self to construct original plan from the problems solved through previous researches we can get help from them in solving our problems. According to John W. Best, “Actually man uses knowledge as acquired in the past and makes some amendments as deemed necessary to proceed further.” There are three sides of human knowledge 1. Acquisition of knowledge, 2. To spread the acquired knowledge up to others. 3. To serve the society and nation by the use of the acquired knowledge.

Study of related literature can not be rejected in the research. The literature not only provides solutions of problems but also provides methods and research related perceptions etc.

According to Molley, “Survey of literature provides introduction to the main subject area with immense study - the presence of knowledge.” The problem is related to the previous research, the examination of which had been
conducted by the researcher - theoretically & practically. To measure the area of problem is processed by the researchers. The relation of literature and society is co-related. In one way the literature influenced by society reflects the society and on the other way it plays a role to change the society and make revisions.

Some researchers have conducted researches on newspapers as follows

**Origin and Development of Hindi Journalism - Chander Kant Sood**

Chander Kant Sood submitted his research thesis in Kurukshetra University Kurukshetra with the title, “Origin and development of journalism in Punjab - A Study.” At that time Punjab and Haryana were combined state. The newspapers have been mentioned with name but with no information about circulation number. However there is a mention of newspaper which helps in finding history of newspaper in Haryana.

**Hindi Journalism Different Aspects: - Dr V.P Vaidik**

In this dissertation of Dr V.P. Vaidik, the newspapers have been mentioned with their names describing Haryanvi Journalism.

**Indian Institute of Mass Communication (1967)**

This research has thrown light on the role of newspapers in Indian election (a) How newspapers educate people about the election procedures. (b) To incite people about the plans and policies of political parties and to know the interest of people in election news.
Indian and Eastern newspaper society (1973)

Study of advertisements printed in newspaper (a) conducted research about the object and advertisement studies. This research was conducted in four major cities - Delhi, Kolkatta, Madras and Mumbai. The figures collected were of years 1973 to 1975. And it was found that during 1973 to 1975 the advertisement process increased.


This famous writer conducted research to explore the origin of newspaper revolution in India. The spread of computer technology and offset press from the 1980’s, produced by awakening capitalism, and made the printing of newspapers a hotly competitive, mass-market industry in ten different scripts and a dozen of languages. The research focuses on three aspects of change since 1999: the dissolving of Nehruvian India - the India state formed after Independence in 1947; the capitalism and consumerism that eroded the old state and drove the expansion of the newspaper industry; and the imponderables that new communication technology lays in the path of India’s future. The continued growth of India’s remarkable newspaper industry is the focus of new edition of this widely read book. While newspapers in the west struggle and fail, circulations in India have risen steeply in 13 languages. Does this fiercely competitive spread of newspapers destroy standards, undermine
ethics, and shatter a genuine public sphere? And what does newspaper growth mean for people on India’s margins.

**Media and Modernity - Communications women and the state in India-2010**

In this research author helps us to understand the newspaper concept in his II chapter named Media: Capitalism and Communication with sub chapter i.e. (1) Monitoring newspapers and understanding the Indian State and (2) Advertising and Indian languages newspapers: how capitalism supports (certain) culture; and (Some) states, 1947-1996 - in these chapters using the newspaper industry as a lens, attempt to ‘photograph’ and demonstrate one way in which capitalism and consumerism have interacted with the Indian state since 1947. We are also able to identify the presence of three monitoring bodies that are the focus of this essay - the Audit Bureau of Circulation (ABC), the Registrar of Newspaper for India (RNI), and the National Readership Surveys (NRS) - symbolizes a stage in the evolution of the Indian state’s economic structure.

**The Study of marketing strategies of Telegu Newspaper**

**Dr. NVR Jyoti Kumar (1974)**

This study clearly intends to find out an answer to the question of how to account for the difference in the superlative performance of a particular player on one hand, and the insignificant performance of all other players on the other hand, in the Telugu newspaper market. Assuming such successes or failures are
attributable to the marketing strategies adopted by the players in the field. This study attempts to identify and analyse them.

It depicts that marketing of newspapers is not easy task. Marketing newspapers is not comparable to the marketing of a product like toothpaste or ball pen or toilet soap. Being a media product, newspaper marketing dwells on the knowledge of various disciplines like journalism, mass communication, communication business management, besides marketing and media economics. The writer has tried to know the objective of increase in circulation and publication of newspaper. This research will help us in our objective of research.

**New trends in Indian newspaper - A case study of Marathi Dailies in Maharashtra - Dr Kiran Thakur; retired professor and Head, Department of communication and journalism, University of Pune, Maharashtra (2008)**

This research has been done to know the new trends of Maharashtra newspapers. Dr Kiran Thakur selected the Marathi newspapers and tried to know the new trends occurred in this newspaper. In this research it has been reported that how the other language newspapers (except English newspapers) are increasing their circulation in comparison to previous year of their publication. The reasons were known for the success of these newspapers. This research is the basis of Marathi newspaper and to know the present status of the same.
By the Marathi Journalism study of Maharashtra state this research has been conducted to know the changes being occurred in Indian newspapers. This research, for other states, will explain other language newspaper trend in present times. In this research study of news objectives, purchasing power of the customer has been discussed in detail. On the basis of facts it has been told here that the publishers have shown interest in starting new editions, supplements, pullouts and magazines. These are discussed briefly hereunder.

New supplements edition

Maharashtra became the state of new editions and pullouts. The researches tell us that the publishers started weekly editions relating to children; because there were much more customers of these age groups of children and youths. Also these groups had decision making power among their families. The conclusion of research here cleared that education career, real state, health insurance, art, culture and amusement subjects be printed in more columns. Some important pages relating to secondary and higher secondary students were also printed.

Organization of events

Some newspapers organization to conduct events, made separate arrangements and opened new department. These departments started organizing events of builders, bank, hospital, industry, production of industrialist, health and hygiene etc. For example, ‘Agroman’ the first agriculture based newspaper was launched in Maharashtra. This was
due to a survey wherein it was found that Maharashtra has a large number of agriculturists and they want to read such an agro-based newspaper which can provide them agriculture related information.

Changes in Media


Rural Market

Like China, the rural market is attracting the industrialists in India too. Research indicates that newspaper industry is now reaching and seeing new reader’s possibilities in the area. Rural Maharasthra specially is a big market in respect of buying capacity and per capita income of the rural people.

Content and layouts

The survey had revealed that a long story was boredom for the readers. Due to this the newspapers started printing short stories containing maximum 300 words to save circulation number or the story was printed in two parts or it was continued on other pages. Layout is checked white paper is freely used and attractive photography is published. The first page and some other important pages are being printed in multicolor instead of blakh & white, so that the reader can
be attracted at the newspaper stall and buy it immediately.

*Readers participation*

The research has pointed that the newspapers are conducting participation of readers in news, feedback and their views about news published and their interest in the subject matter. Their suggestions through different columns are also analysed.

*Field Staff*

The research has provided that the newspaper organization has now provided mobile phones with camera facility to the large number of correspondents and field staff so that they can take photographs and make news.

*Appointment of news Assistant*

The newspaper organization have appointed news assistant in the towns and far flunged areas so that any important news may not escape.

*New software of printing*

In the past page maker software was in use. But now with the availability of express software the work of composing has become more easy, speedy and comfortable. Now all the centers are connected with the printing center so that no news in any edition remains unpublished. In this way the work of the editor has reduced up to some extent.

*Editor and publishers*

Some years ago the word editor was used frequently in the newspaper. He was related to edit news and get them printed. But in the Marathi and English newspaper this
legacy is changing. Now generally the word proprietor - editor is used. The main reason is that an editor is a man of importance in the newspaper management department. But now the main functions of the editor is to look after the news room and news desk efficiently and side-by-side to co-operate with the management expansion and advertising department.

Some other special attractions of the trend

1. In Maharashtra there is no such newspaper which closed its publications due to of readers or advertisements.
2. No shortages were noticed in appointments and no retrenchments were made in Marathi media industry even in the economic crises.
3. Through out the country, either that was print media house or electronic media house, always the competent people were selected whether they were at senior level or junior level.
4. To teach journalism the number of schools and universities has increased in private sector. Even then these institutions are unable to fulfill the needs of media houses, media persons and newspapers in Maharashtra.

Media houses are entangled in their responsibilities. Each and every media house is trying to attract customers by offering gift, scheme, annual subscription, lucky draw etc. the war of prices is in vogue, either it is new edition or to launch an old edition again.

In this way this research tells the conclusion of the survey conducted fairly on the basis of honest labour,
wherein at the time of launching of new editions of newspapers, new colour supplement, magazines for all groups of society comprising ladies, children, youngsters etc were made attractive. In addition to this the publishers are attracting the circulation and readership with the use of new technology, new computer software and internet facility.

The limitations of this research are confined to the Marathi language newspaper and this presents other Indian languages newspapers.

The case study explains why the newspaper in regional languages in India have shown upward trend in circulation and revenue. The publishers have been able to compete with the television news channels and the English newspapers of metros. Systematic surveys of the markets have helped them take decision about launch of new editions and introduce new publication and supplements to win over different segments of readers such as children, youth and women. The publishers have embraced new technologies of computers, internet and have gradually been exploiting the advantage of the convergence of media. However, it is recommended that the language of the press in other states be studied on the basis of qualitative and quantitative research.


In worldwide readership symposium 2003 a research paper was presented wherein, factors affecting circulation were explained. In their research paper as above the writers
prepared a table regarding the factors affecting circulation and readership, circulation readership per copy and tried to understand these they said that all elements are some time factors. These have been described in short.

**Table-III**

*Readers per copy - Understanding and Driving readers choice-* Miche Lewini, Gerry Morgan and Mustsus Wyrant (2003) – Page-557 to 570

<table>
<thead>
<tr>
<th>Publication</th>
<th>Element</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in name</td>
<td>Layout and presentation change</td>
<td>Subscription offer</td>
</tr>
<tr>
<td>Coming of new segment</td>
<td>Special edition launch</td>
<td>Delivery offer</td>
</tr>
<tr>
<td>Size &amp; specification change</td>
<td>Change in editorial</td>
<td>TV ads/sponsorship</td>
</tr>
<tr>
<td>Colour/b&amp;w</td>
<td>Change by editor/correspondent</td>
<td>Use of internal</td>
</tr>
<tr>
<td>Change in print style, size and specification</td>
<td>Change in pull out</td>
<td>Radio Ads.</td>
</tr>
<tr>
<td>*</td>
<td><strong>Change in circulation</strong></td>
<td>Door to door survey</td>
</tr>
<tr>
<td><strong>Distribution</strong></td>
<td>Increase in circulation</td>
<td>By way of competition or lottery</td>
</tr>
<tr>
<td>Change in circulation area</td>
<td>Decrease in circulation</td>
<td>Free offer/reduced rate/free delivery rates</td>
</tr>
<tr>
<td>Change in circulation</td>
<td>Change in</td>
<td>To promote with the</td>
</tr>
<tr>
<td>process</td>
<td>circulation according to the day</td>
<td>help of any retailer such as-Mac Donald, Pepsi, Coke etc</td>
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</tr>
<tr>
<td>Strike/average or special day circulation/circulation effected</td>
<td>Change due to circulation of magazine</td>
<td>To advts by giving special facility</td>
</tr>
<tr>
<td>More circulation on important days</td>
<td>Price</td>
<td>External programme</td>
</tr>
<tr>
<td>Free distribution on any special day</td>
<td>Change in printed price</td>
<td>To do public utility activities</td>
</tr>
<tr>
<td>Change in domestic and sale counter circulation</td>
<td>Affected by other publishers. change in printing price</td>
<td>Accidents national/international &amp; Local</td>
</tr>
<tr>
<td>*</td>
<td>Special cover price/subscription price offer</td>
<td>to live on</td>
</tr>
<tr>
<td>*</td>
<td>Special printed price/delivery offer</td>
<td>According to season as festival season</td>
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<td>*</td>
<td>*</td>
<td>Weather</td>
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<td>*</td>
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<td>Sport team success programme</td>
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<td>*</td>
<td>Political change/instability</td>
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<td>*</td>
<td>*</td>
<td>Industrial instability</td>
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<td>*</td>
<td>*</td>
<td>Strike, unemployment</td>
</tr>
</tbody>
</table>

**Magazines**

To distribute the free magazines with the newspaper is
also a new trend to promote circulation number. It helps to develop circulation. The surveys conducted are for the purpose of knowing market price of the newspaper. Surveys are the medium to reach up to the readers and know how much people or customers have reach of the newspaper. If it is calculated again, it will be easy to know as to how readership is effected and what elements are there to effect circulation. Three elements have been taken in view to be hold responsible as mentioned below:

*External reasons*

Every one knows that there are good days and bad days for a newspaper. For example during the Iraq war the readership of Time Magazine changed in March 2003 from 353000 to in April 2003, 561000 copies. The second external reason is the competition which affects readership. For example in a society where internet and TV are available possibility the reading of newspaper will be higher there and people will devote more time to read the paper.

*Amusement*

Yes, the newspaper always tries to adopt amusement, originality and factuality so that the reader can experience readership as to the way read that again, he may incite others for the reading, to buy paper and read.

*Promotion*

This involves advertisers in marketing news, product promotion activities etc. an example by seeing an Australian newspaper the readership in March 2003 for, ‘The Australian’ was 415000, after 12 months in April 2003 the readership
reached 453000. It was due to the circulation expansion.
Getting more people to read more newspaper; Factor affecting newspaper reading - Wanta Wayan, Who-You-Wee, Woo Yee Chen; newspaper research (1995)

In these research journals it was tried to know, first how the newspapers industry shall attract more and more people to read the newspaper; secondly, how the newspaper industry try to motivate the people to read more and more newspaper. Undoubtedly, the first question points the problem where the readers say no to read any kind of newspaper. The second question indicates as to how the reader may be motivated to read the newspaper. In this research three main groups were analysed.

- The first group is of whom who do not read newspaper.
- The second group is of whom who read only one newspaper.
- The third group is of whom who read one time, more than one newspaper.

A TV survey which was conducted by Jevast Couty in November-1991 where population of the area was 50000. People were labour, agriculture, students and professor. The main objective of the research was to find difference and analyse the three groups. The conclusion of the same was that the number of non-readers was equal to the readers of reading more than one newspaper. The second conclusion was that the news of each newspaper was different. Different newspapers provide equal news or story or advertisements and attract the readers. Any one of the readers buys newspaper to find extra news or feature to read. The news
finding readers want to read national news and instead in comparison to non-readers.

Conclusion says that the non-readers and readers of more than one newspaper show more interest in any extra element news. So the editors devote more time for analysis and publishing of such news, which are, some one special and can attract the readers up to some extent. Include in this are write-ups and features etc influence the editors more. Because the readers show much interest in reading the same.

This has also come up in the research that non-readers have no concern in the use of newspaper and getting involved in writing for the newspaper. This research tells us that the readers of a newspaper instead of reading news try to find out other elements in the newspaper. These groups of readers do not give importance to the new events, new reading and understanding processes; and treat this process as secondary ones. This has been seen in the research. Think of these people do not read newspaper because they experience that the newspaper print small information in comparison to their interests. So to make habitual the non-readers, newspapers have to concentrate on the type of material, which may be out of routine such as response creating features and suggestions columns etc should be given priority. Only then the non-reader can understand that the newspaper is printing something extra and useful material for their reading.

**Newspaper circulation and marketing – Gita Naryana**

Emphasized that the newspaper circulation is depend
or based on some factors like newspaper image i.e. its brand and its activities running promotional activities. She also suggest the door-to-door selling for increase the circulation

**Competition, Circulation and Advertising by Stephen Lacy and Hugh J. Martin (2004)**

This report examines the impact of competition on newspaper circulation and advertising. It identifies a few general principle regarding competition and the long run performance of daily, general circulation newspapers. A newspaper increases and retains circulation in three ways; 1. Increase the number of people who have the newspaper as part of their media mix (serve more people), 2. increase the average number of readers’ media mix cells in which newspapers fall (serve more information needs), and 3. Increase the percentage of information from newspapers within the cells (serve a higher per cent within individuals’ information uses).

**Naushad and Sarngadharan (1993)**

As cited in Media management in India studied “Management of Newspaper Industrial Units - A study of the Malayala Manorama limited. Management of modern newspaper has become almost a profession in itself, they say. The study was basically an attempt to analyse the managerial effectiveness of the newspaper industry in Kerala. The study was mainly based on the secondary data available in the financial statements and accounts for a period of eight years.