4.1 Journalism: Concept

Human communication is as old as humanity itself. It is not certain when human beings started to follow a particular device or system of exchanging messages. But it is normally understood that the oldest form of human communication is non-verbal. With the rapid growth of science and technology, several forms of communication system began to develop. One of the most remarkable results of the industrial revolution was the emergence of mass communication and the twentieth century can appropriately be considered as the real age of development of news media. To Vilanilam (1993, p. 167) "mass communication is just an embryo in the womb of contemporary human history. Perhaps, it will abort itself or be aborted by the very forces which engendered it".

Mass communication is perhaps considered as one of the major influences on society and also one of the most complexes of human phenomena. The relevance of communication to human problems became so vibrant that it has generated a number of branches through which the problems can be better focused for alleviation. Of all those forms of mass communication, the print media appears to be the most prominent as its components, the press and the newspapers are world wide considered as the "Fourth estate" where the society has totally reflected its images.

The essence of the concept "fourth estate" is eminent due to the very existence of a group pf people called 'journalists'. The profession they belong to is popularly known as 'journalism'.

The concept of journalism, however, appears to be somewhat in a considerable state of influx and complex. The term journalism is derived from the French word 'journey' (day of work) and in turn from the Latin diurnal (daily or recurring everyday). It indicated the collection and periodical publication of current news or event or the business of managing, editing, writing for journals or newspapers on
recurring basis. The use of the term has broadened in recent years that includes news reporting and commentaries on radio and television and to a lesser extent motion pictures (Ency. Americana, 1983;p.218).

The term journalism, according to Parthasarathi (1995; p.1), is both an art and profession which records events and opinions and seeks to interpret and mould them for the benefit of public. To Wainwright (1992; p.1), the term journalism denotes information, news, and communication (mechanics). These two concepts perhaps inspired Wainwright to define the term journalism as, "the event of the day distilled into a few words, sounds or pictures processed by the mechanics of communication in order to satisfy the human curiosity of a world which is eager to know what is new."

In a wider perspective, today's journalism has demonstrated the need of much more than just acquiring newspaper editing and reporting expertise. Mass communication today consists of several interdisciplinary areas such as, anthropology, economics, information science, political science, public administration, psychology, etc. In addition, the study of journalism and mass communication deals with kaleidoscopic media theories and communication research pertaining to process, impact of propaganda, advertising, publicity, public relations, radio, television, development communication, films, interpersonal communication, VCR/VRP, Satellite communication, publishing, computer technology, the internet, and many more.

The pivotal role it plays in reforming the society has brought the attention of all. In this context the people working for the media claim to have a profession called journalism. There is a hot controversy regarding the professional status of journalism which is succinctly described in the succeeding paragraphs.

### 4.2 Journalism as a Profession

The social responsibility in journalism is entrusted to a group of people who used to do yeoman's service to the society. Those people who come with a missionary zeal to serve the public are usually considered to be fit for journalists. This ultimately tends to consider the profession of journalism, as a noble one. Rau(1968:p. 36),
therefore, finds journalism as a profession with its own technique, its own tradition and its own sense of fellowship, and viewed that, as a profession, it has survived the assaults of commercialization. He further quotes the views of the first Royal Commission on Journalism Profession which states that:

"there is still a widespread sense of vocation among pressmen, they feel a call somewhat as sailors feel the call of the sea, journalism is like seamanship, it cannot be without professionalism".

It has been argued time and again that journalists do not belong to a profession as they are largely recognized merely by the importance of their work. They are having a high social responsibility for which they work and demand respect. This, however, being a generalized observation needs re-examination.

Sociologists, however, feel that, although journalism is on the way to professionalization, it has yet to attain the status of a profession. Professionalization of journalism in the United States, Britain and France from 1760 onwards has been examined by Nevin's who characterized the professional education of journalism into (1) achievement of freedom of speech; (2) emergence of press as an instrument of public reading; (3) development of individual leadership; and (4) obliteration of this individualistic leadership (Mahajan1990;p.119).

Social scientists have determined certain key attributes of a profession that make same an ideal one. These are: (1) specialized knowledge; (2) norm of altruism; (3) authority; (4) autonomy; and (5) monopoly. Here, it can be examined whether the profession of journalism fulfills these attributes.

Although quite a good chunk of journalists in India are working without having a formal training in journalism, there is a growing consensus that the field is in great need for certified professional training in journalism in India. To be a member of the profession, one must have a compulsory professional training which is considered vocationally relevant and essential.
Journalists are highly respected in the community due to their close affinity with social responsibility. The first Press Commission Report of 1954 has demarcated that the responsibility of regulating the profession is left to the journalists themselves, they would not hesitate in enforcing a code of conduct which would ultimately enhance the prestige of the profession and ensure that Indian journalism progresses along healthy lines (1995; p. 559). It is widely recognized that the press is a universal institution designed to safeguard the interest of the public and maintain a sound social order.

However, journalism as a profession has been well claimed by the journalists time and again. This is due to the fact that, the growing concern for journalism has been highly recognized in the society and journalists by dint of their responsibility to society are regarded as highly revered. Since journalism has a very short history of about two hundred years only, phenomenon of professionalisation has started late. The question of professionalism in journalism is a debatable issue which needs a detailed and empirical inquiry. However, notionally journalism is considered to be a profession and is held in high esteem today in the political, bureaucratic, academic and intellectual circles.

4.3 Ethics and Principles in Journalism

Ethics is based on Greek word 'ethos', meaning character, or what a good person is or does in order to have a good character. In general, ethics deals with the philosophical foundations of decision-making, or choosing among the good and bad options that one faces. Ethics deals with "owes" and "ought" what obligations we owe or to responsibilities we have towards the mankind.

The press in any democratic country plays a vital role in creating, in moulding and reflecting the public opinion and shaping political, social and economic development in the country. Through the media, knowledge and skills could be imparted and change could be achieved.

President Dr. Abdul Kalam, recently addressing at the national press day thus observed, "National press definitely has to get transformed into media of billion people and above all they have to play a vital role as a partners of India's economic
development............ The nation's important need is development politics". Hon'ble President reminded the journalists that their reporting is essential in the area.

He advised journalists should interact with such grassroots socials reformers and bring out their core competence, dedication and experience in serving rural communities, which can become a model for youth to follow.

He further suggested that in order to be an effective partner in the national development, media should be partner in development missions and outlined an eight points mission to be taken up by the media people for immediate implementation.

2. Media becoming a development partner in the programme of PURA (Providing Urban amenities in Rural Area) - connectivity is the focus.
3. Celebrating every aspect of the success of the people of the state and nation particularly in rural areas.
5. Promoting an enlightened society, which means education with a value system, transforming religion into a spiritual force and building economic prosperity of nations based on their core competence. For mission, a unique world body is essential.
6. Print media and electronic media should bring honour to womanhood.
7. Scanning and digitizing all issues of the pint media since its establishment and storing in a digital library to preserve our national heritage and make it available for research.
8. Media should evolve a code of conduct among themselves for ensuring that all reporting is analyzed, evaluated, and researched prior to publication. This is essential for peace, prosperity, and safety of the nation.

The main role of media is to inform the society today is an old concept. The role of media - both print and electronic - is to inform as well as motivate the society on its paths to development. This role of the media is more called for in developing countries.
The fundamental objective of journalism is to serve the people with news, views comments and information on matters of public interest in a fair, accurate, unbiased, sober and decent manner. Towards this end, the press is expected to conduct itself in keeping with certain norms of professionalism universally recognized. The norms enunciated below and other specific guidelines appended thereafter when applied with due discernment and adaptation to the varying circumstance of each case, will help the journalist to self-regulate his or her conduct.

**Accuracy & Fairness**

1. The press shall eschew publication of inaccurate, baseless, graceless, misleading or distorted material. All sides of the core issue or subject should be reported. Unjustified rumours and surmises should not be set forth as facts.

**Pre-publication verification**

2. On receipt of a report or article of public interest and benefit containing imputations or comments against a citizen, the editor should check with due care and attention its factual accuracy apart from other authentic sources with the person or the organization concerned to elicit his/her or its version comments or reaction and publish the same with due amendments in the report where necessary. In the event of lack or absence of response, a footnote to that effect should be appended to the report.

**Caution against defamatory writings**

3. Newspaper should not publish anything which is manifestly defamatory or libelous against any individual or organization unless after due care and checking, they have sufficient reason to believe that it is true and its publication will be for public good.

4. Truth is no defence for publishing derogatory, scurrilous and defamatory material against a private citizen where no public interest is involved.

5. No personal remarks which may be considered or construed to be derogatory in nature against a dead person should be published except in rare cases of
public interest, as the dead person cannot possibly contradict or deny those remarks.

6. The press shall not rely on objectionable bad behaviour of a citizen for basing the scathing comments with reference to fresh action of that person. If public good requires such reference, the press should make pre-publication inquiries from the authorities concerned about the follow up action, if any, in regard to those adverse actions.

7. The press has a duty, discretion and right to serve the public interest by drawing reader's attention to citizens of doubtful antecedents and of questionable character but as responsible journalists they should observe due restraint and caution in hazarding their own opinion or conclusion in branding these persons as 'cheats' or 'killers' etc. the cardinal principle being that the guilt of a person should be established by proof of facts alleged and not by proof of the bad character of the accused. In its zest to expose the press should not exceed the limits of ethical caution and fair comments.

8. Where the impugned publications are manifestly injurious to the reputation of the complainant, the onus shall be on the respondent to show that they were true or to establish that they constituted for comment made in good faith and for public good.

Parameters of the right of the press to comment on the acts and conduct of public officials.

9. So far as the government local authority and other organs/institutions exercising governmental power are concerned, they cannot maintain a suit for damages for acts and conduct relevant to the discharge of their official duties unless the official establishes that the publication was made with reckless disregard for truth. However judiciary, which is protected by the power to punish for contempt of court and the parliament and legislatures, protected as their privileges are by articles 105 and 194 respectively, of the constitution of India represent exception to this rule.
Right to privacy

10. The press shall not intrude upon or invade the privacy of an individual unless outweighed by genuine overriding public interest, not being a prurient or morbid curiosity. So, however, that once a matter becomes a matter of public record, the right to privacy no longer subsists and it becomes a legitimate subject of comment by press and media among others.

Explanation: Things concerning a person's home, family, religion, health, sexuality, personal life and private affairs are covered by the concept of PRIVACY excepting where any of these impinges upon the public or public interest.

Corrections

11. When any factual error or mistake is detected or confirmed, the newspaper should publish the correction promptly with due prominence and with apology or expression of regrets in a case of serious lapse.

Obscenity and vulgarity to be eschewed

12. Newspapers/journalists shall not publish anything which is obscene, vulgar or offensive to public good taste.

13. Newspapers shall not display advertisements which are vulgar or which, through depiction of a woman in nude or lewd posture, provoke lecherous attention of males as if she herself was a commercial commodity for sale.

14. Whether a picture is obscene or not, is to be judged in relation to three tests; namely

   a. Is it vulgar and indecent?

   b. Is it a piece of mere pornography

   c. Is its publication meant merely to make money by titillating the sex feelings of adolescents and among whom it is intended to circulate? In
other words, does it constitute an unwholesome exploitation for commercial gain.

Other relevant considerations are whether the picture is relevant to the subject matter of the magazine. That is to say, whether its publication serves any pre pond rating social or public purpose in relation to art, painting, medicine research or reform of sex.

Violence not to be glorified

15. Newspapers/journalists shall avoid presenting acts of violence, armed robberies and terrorize activities in a manner that glorifies the perpetrators' acts, declarations or death, in the eyes of the public.

Glorification/encouragement of social evils to be eschewed

16. Newspapers shall not allow their columns to be misused for writings which have a tendency to encourage or glorify social evils like Sati Pratha or ostentatious celebrations.

Covering communal disputes/clashes

17. News, views or comments relating to communal or religious disputes/clashes shall be published after proper verification of facts and presented with due caution and restraint in a manner which is conducive to the creation of an atmosphere congenial to communal harmony, amity and peace. Sensational, provocative and alarming headlines are to be avoided. Acts of communal violence or vandalism shall be reported in a manner as may not undermine the people's confidence in the law and order machinery of the state. Giving community-wise figures of the victims of communal riot, or writing about the incident in a style which is likely to inflame passions between the tensions, or accentuate the strained relations between the communities/religious groups concerned, or which has a potential to exacerbate the trouble, shall be avoided.

Reporting on natural calamities
18. Facts and data relating to spread of epidemics or natural calamities shall be checked up thoroughly from authentic sources and then published with due restraint in a manner bereft of sensationalism, exaggeration, surmises, unverified facts.

**Paramount national interest**

19. Newspapers shall, as matter of self-regulation, exercise due restraint and caution in presenting any news, comment or information which is likely to jeopardize, endanger or harm the paramount interests of the state and society, or the rights of individuals with respect to which reasonable restrictions may be imposed by law on the rights to freedom of speech and expression under clause (2) of article 19 of the constitution of India.

20. Publication of wrong/incorrect map is a very serious offence, whatever the reason, as it adversely affects the territorial integrity of the country and warrants prompt and prominent retraction with regrets.

21. The media shall make every possible effort to build bridges of co-operation, friendly relations and better understanding between India and foreign states. At the same time, it is the duty of a newspaper to expose any misuse or undue advantage of the diplomatic immunities.

22. If information is received from a confidential source, the confidence should respect. The journalist cannot be compelled by the press council to disclose such source; but it shall not be regarded as a breach of journalist's ethics if the source is voluntarily disclosed in proceedings before the council by the journalist who considers it necessary to repel effectively a charge against him/her. This rule requiring a newspaper not to publish matters disclosed to it in confidence is not applicable where:

   a. Consent of the source is subsequently obtained; or
   b. The editor clarified by way of an appropriate foot-note that since the publication of certain matters was in the public interest, the
information in question was being published although it had been mad "off the record".

Caution in criticizing judicial acts

23. Excepting where the court sits 'in-camera' or directs otherwise, it is open to a newspaper to report pending judicial proceedings, in a fair, accurate and reasonable manner. But it shall not publish anything:

- Which, in its direct and immediate effect, creates a substantial risk of obstructing, impeding or prejudicing seriously the due administration of justice; or
- is in the nature of a running commentary or debate or records the paper's own findings, conjectures, reflection or comments on issues sub judice and which may amount to arrogation to the newspaper the functions of the court; or
- regarding the personal character of the accused standing trial on a charge of committing a crime.

Unauthorized lifting of news

24. The practice of lifting news from other newspapers and publishing them subsequently as their own, ill-comports with the high standards of journalism. To remove it's unethically, the 'lifting' newspaper must duly acknowledge the source of the report. The position of features articles is different from 'news': Feature articles shall not be lifted without permission/proper acknowledgement.

25. The press shall not reproduce in any form offending portions or excerpts from a proscribed book.

Advertisements

26. Commercial advertisements are information as much as social, economic or political information. What is more, advertisements shape attitude and ways of life at least as much as other kinds of information and comment. Journalistic
propriety demands that advertisements must be clearly distinguishable from editorial matters carried in the newspaper.

27. Newspaper shall not publish anything which has a tendency to malign wholesale or hurt the religious sentiments of any community or section of society.

28. Advertisements which offend the provisions of the drugs and magical remedies (objectionable advertisement) act, 1954 should be rejected.

29. Newspapers should not publish an advertisement containing, anything which is unlawful or illegal, or is contrary to good taste or to journalistic ethics or proprieties.

30. Newspapers while publishing advertisements shall specify the amount received by chargeable by them. The rationale behind this is that advertisements should be charged at rates usually chargeable by a newspaper since payment of more than the normal rates would amount to a subsidy to the paper.

31. Publication of dummy advertisements that have neither been paid for nor authorized by the advertisers, constitute breach of journalistic ethics.

32. Deliberate failure to publish an advertisement in all the copies of a newspaper offends against the standards of journalist ethics and constitutes gross professional misconduct.

33. There should be no lack of vigilance or a communication gap between the considering the propriety or otherwise of an advertisement received for publication.

34. The editors should insist on their right to have the final say in the acceptance or rejection or advertisements, especially those which border on or cross the line between "decency and obscenity".
35. An editor shall be responsible for all matters, including advertisements published in the newspaper. If responsibility is disclaimed, this shall be explicitly stated beforehand.

4.4 Media in India

The Media scenario in the country has definitely changed in the past few decades, or it can be said from the pre to the post independence epoch to an entirely new facade now, in both favorable and adverse facets.

In India, media freedom has been a controversial issue, on one side right to information and freedom of expression is provided on other side media regulations and Press laws are ready to curb the media freedom. The party and government are attempting to act as a media watch dog in fast changing world of open communication.

Advertisements of India Shining, spiritualistic image making of political leaders have become a very common practice over Indian media. In India, having kicked off a process of economic reform quite early, the forces of privatization and globalization have given a free reign to dramatic changes in the country's media. Amidst a deluge of film-based entertainment, news and current affairs provided by private channels, All India Radio and Television, once the country's officially anointed public service broadcasters, have become undecided incarnations of their former selves. This time in the history of Indian media is critical: it's overwhelming in the quick and dramatic changes over the last few years. Today's vastly changed media scenario calls for a recasting of the role of media in promoting pro-social change

First, even for print, there is the growth story, the rapid expansion and diversification of the Indian press, at a time when the sales of newspapers in western countries are in steady decline (in the US, by about five per cent a year). Thank India’s growing population and rising literacy – both trends that should keep the country’s newspapers in good nick for some time to come. Within this, there is the interesting, subsidiary trend of regional language publications coming into their own – with growth in circulation, a greater share of advertising, and (perhaps more important than both of these) growth in self-confidence. Perhaps that was inevitable at some
stage, since the total readership for English publications is less than two per cent of the population, and less than a tenth of the total reach of print. And with spending power going beyond the metros, into the small towns and even villages, there is a shift of advertising and financial power as well. The stock market knows what it is doing when it values Jagran Prakashan and HT Media at about the same level.

Vinod Mehta, the editor of Outlook, offers his take on the growing concerns over trivialisation of news and the advent of marketing in journalism, according to him Brand managers, with honorable exceptions, in order to maximize profits are congenitally incapable of understanding the nature and purpose of journalism in a free society. They can never understand that content is more, much more, than what readers want. It also has a social dimension. Thus, content is a calculated mix of what the reader wants and what he does not want. The trick is to marry the two to make great journalism and big profits. He said, “In my nearly 25 years as editor, I have heard a lot of nonsense talked about journalism, but this piece of nonsense is outrageously and self-evidently absurd and dangerous. To demolish it is urgent. To let it become the benchmark of our profession is to put in peril everything we have worked for in 60 years. I ask you this: If some readers wish to read about pedophilia, should we oblige? If some readers wish to read about kinky fetishes, should we oblige? The whole idea is preposterous and I dare say most editors would end up in jail if they followed the new marketing wisdom.”

Years ago, the readers would have surely come across rare cases of investigative journalism and the readers admired the journalists for their painstaking efforts in fretting out information and thus revealing the truth. Names like Arun Shourie became household names for an entire generation of readers when he dug out the misdeeds of the then Chief Minister of Maharashtra, eventually leading to his ouster. the Editor of ‘Blitz’ in the early 60’s, Rusi Karanjia named Dharam Yash Dev as India’s most investigative journalist for his exposure of the Jayanti Teja financial scam, the Shastri murder investigation and a car theft case in which Sanjay Gandhi was allegedly involved.

It will be noted that these ‘masala news’ are being carried out by the electronic media for their news channels. In what seems to be the call of the day, these have become a source for higher Television Rating Points (TRPs) more than the actual
reason for which they were conducted in the first place. The channels may defend
their stand under the guise of investigative journalism, but who can explain the
complete loss of credibility the media is suffering from masala after masala.

The country’s changing demographic landscape is also fueling a change in
consumer demands. The viewer or reader is interested in masala news. The ownership
of media houses as independent business entities is putting pressure on management
to ensure profits by increased TRPs or readership figures.

Today journalism is passing through the age of instant information. Where is
the time for the journalist to follow the principles and teachings of the best practices
taught in journalism schools such as: integrity, carefulness, open-mindedness,
determination, corroboration, etc. With the rapid change in the availability of
technology to transmit news instantly, speed gives way to accuracy; the sensational
gives way to mundane; direct visuals replace written reports; instant ‘war movies’
have invaded our drawing rooms; and, the advertising community is laughing their
way to the bank.

Unfortunately, the present generation of scribes does not spend too much time
in investigations; instead they have taken the attitude of being always right and dare
anyone contradict them. Today journalists act as if they are the investigators, the
prosecutors and the judges, all rolled into one!

At one level, the argument would remain that content is king, and the
heightened competition underlines the need for more unique, high-value content. At
another level, the answer could just as easily be that brand strength and distribution
muscle will determine who the winners are. At a third level, the determining factor
could be speed of adjustment to and mastery of new technologies. Since there is never
one correct answer to complex questions, expect a combination of multiple responses
as the Indian media grows and multiplies, fractures and consolidates.

4.5 Importance of Library and Information Centers to Journalists

A library is, therefore, the essence for a journalist. Because, current
information is the central to the journalistic activities, as preparation of a feature
article or a crucial news item without its proper background information may not only fail to be a full proof but may make the item even irrelevant and interesting. Providing relevant facts and helping to add background data is the moral responsibility of the libraries. To explore the background, the services of a memory unit, data bank, intelligence unit, or reference section of a library are very much essential for the editorial department of any newspaper establishment (Sindwani; 1979; P. 108). Libraries meant for Journalists and associated with any newspaper organization usually procure relevant information/materials and index them, abstract them or keep them in full text form so as to make them available to their readers on demand.

As the library or Information Centre is primarily meant for procuring and disseminating information mostly on current topic, it would be much help to journalists who often make news as current events or write feature articles, contribute an editorial column, or report an event with its historical background to a newspaper in all these cases, the library provides a solution. Now, the greater use of libraries by journalists has increased a great deal due to the fact that, the job they undertake involves highly thoughtful and hard search compared to any other job. Moreover, the present day journalism is so highly complex, fluid and controversial that the journalists require some knowledge on almost everything. Even there are instances that if the reporting of facts or the historical background of an event proves superficial or wrong, the journalist has to face a defamation suit, causing irreparable loss to his personality and the profession at large. A true public library could have saved the journalist from such a danger, had he thought of taking the help of a library before he wrote his piece.

In this connection, Lionel Birch (1976; P. 59) while explaining his experience as a journalist, rightly said: "When I started as a young Journalist, I was able to get by with a bit of knowledge about politics, a bit about sport and a bit about something calling society. Today, the young Journalists need to know something about sociology; he may even need to have some knowledge on technology, and so on."

There are different dimensions of library use by different types of journalists. The purpose and extent of use of a library by editorial staff may not be the same as that of the reporting staff of any newspaper establishment. Similarly, the information requirements of a press photographer (photo journalism), as economic/financial
reporter, a political correspondent would still and bound to be different from each other. The editorial department under the leadership of the News Editor often seeks to use the library for a variety of information needs and guidance. Original news items from the teleprinter print-out in which the material covering the news may be too brief and without any background information. In such a situation, the editorial staff usually steps into a library to consult the relevant reference materials and newspaper clippings for further background information in order to strengthen the viability of the news that makes it most interesting, factual and informative.

While reporting about natural catastrophe, fatal accidents, brutal, report making on election results, corrupt electoral practices and misdeeds of prominent personalities, it is essential on the part of the editorial staff to cite some of the similar events which have taken place earlier and the remedial measures or judicial strictures if any issued to that effect. The library indeed plays a significant role for such contribution to news making in order to make the same more reliable, trustworthy, and interesting, besides adding value to the news content.

Journalistic writings are more of a literary in nature. Most of the editorial staff requires developing and improving their skill in the respective language in which the newspaper is published. The knowledge of English in particular is a sine-qua-non factor to become a good editorial staff, as because, the original news items obtained through the teleprinter are often transmitted in English language. In order to make the news item readable, the editorial staff must reshape these as per the required standard, in this regard, the use of reference tools like language dictionaries, subject dictionaries, biographical dictionaries and gazetteers are very often essential. Sometimes, the Journalists also require consulting a number of standard books that prescribe the techniques and guidelines as to how best reporting and dieting could be made. This is particularly helpful for the new entrants in the profession. To do so, they either run to a library available in the near vicinity or depend upon the library attached to their own newspaper establishments for consultation and reference. Thus, it is an established fact that without sufficient and relevant information from the library, the news items often remain incomplete and with out library, the efficiency and effectiveness of the editorial staff in particular can hardly be expected.
The library has also a greater role to play in providing information needed for the journalists working as correspondents and reporters. While collecting news from the field, they used to analyze the particular item with its background information with retrospective effect so as to make the news more interesting, readable and acceptable by a wider audience. That background information with detailed analysis can be had either from the library attached to the parent newspaper establishment or from the local library. The reporter, while preparing his story, usually keeps in constant touch with the library in order to check the validity of facts and statements to be reported by him. Besides, he avails himself the press clipping services and ascertains background history from several relevant tools such as Gazetteers, Census reports, Commission reports, and outstanding theories on the subject.

Journalists, who are particularly writing feature articles and having specialized in it, are often proved to be the most potential users of the library. Because, feature writing by nature needs detailed account of the subject in which the Journalists intend to contribute. In the process, he has to acquire many things such as, information that has been published earlier on the subject, original reports, research work undertaken and its results, speeches of leaders, specialists, government publications denoting the official policy, etc, are very much vital before starting to write an article. The role of the library in identifying and disseminating on all these aspects is really remarkable.

Special correspondents of the newspapers are those journalists who have been specialized in specific subject fields on which they report. The nature of their job compelled them to abstain from frequent library use. They normally use their own special records for compilation of reports. Despite this, special correspondents, however, use library materials to update their knowledge in the specific subjects as well as in preparing the news reports on current items of wider interest. Thus, the foregoing facts clearly depict that, while good libraries are required for good and qualitative journalism, good and effective media becomes imperative to make the library more functional. The importance of a library to Journalists, therefore, can hardly be questioned.
4.6 Comparison between Print and Electronic Media

Media right from the days of its inception has been a powerful medium of communication. While as a toddler, it existed in the form of manuscripts and then came the book and newspaper. With time, the media blended with technology to create interactive channels like the internet, television and the mobile.

Comparing print media with its electronic counterparts is like debating between chocolates and ice-creams.

Simply put, print media consists of everything printed. We have newspapers and magazines and booklets and so much more. Right from the retired teacher to the sales executive and from that typical house-wife to an MBA aspirant, newspaper has been an all-time favorite. We find magazine subscribers in every nook and corner of train compartments, airport lounges and waiting rooms. News and new newspaper editors are coming up. Editorials come packaged with incredible topics that actually click and connect city head line that provide food for thought to every gossiping house wife; sports section attract and inspire budding young enthusiasts...and the entire edition gives out the perfect infotainment to every reader, an account of a 2008 world bank report, there are more than 51 million internet users in India. Almost every household, urban and rural boasts of a television set. Mobile internet is a crazy rise of technology that witnesses developments almost every other day.

Now that social networking has become viral, news reports are flocking to sites like twitter and face book for the daily dose gossip and updates. Internet penetration, especially in India has brought with it, an immense dependence on technology and the like. The internet, as a whole, has become a treasure chest for every information-seeker on the planet.

Electronic and digital staff has revolutionized the main term of media with its incredible super-fast information delivery system and real time updates happenings in and around the world.
4.6.1 Print Media and Electronic Media at Present

Production technologies for Printed Media enable high quality and economic production. Moreover, Printed media are particularly easy to use in many locations and almost every environment, without recourse to any special equipment. Nevertheless, the information content of print media is static/fixed and cannot be quickly changed interactively. In comparison, Electronic Media, which include the latest developments in the internet and World Wide Web, allow the integration of audio and video, which is speech, music and animations, into the information document along with text, graphics, and image information. This gives the user many ways of interacting with the information: it is possible to make selections and add components – the content is dynamic. Special equipment, however, is required for using electronic information. The transfer of information via electronic media creates a varied array of interesting and useful applications. Therefore, with the following example, electronic media provide innovative alternatives to print media.

The Rocket e-Book (NuvoMedia), has a convincing, user friendly size. Its memory capability is sufficient to download extensive electronic books from networks or data storage machines (Kipphan 2001, p. 1114).

4.6.2 Print Media and Electronic Media of Future

Because of innovation and changes in technology, business and society, the demand for information via printed media and electronic media is clearly increasing world-wide. But, the ratio between the market shares of print media and electronic media is becoming more balanced. There is now a strong move towards electronic media and long term predictions point to a 50-50 ratio between print media and electronic media.
However, it is appropriate to conclude with a few statements made in the past, which spoke against the spread of print:

- Around 1920: Radio will replace print
- Around 1950: TV will replace print
- Around 1980: The computer will replace print
- Around 1990: The Internet will replace print

As we know today, these predictions soon turned out to be glaringly incorrect. Each of these statements was based on a fascination with new technologies, which eventually led to speculative, one-sided predictions that new media would replace the old.

### 4.7 History of Rewa Division

Rewa division is an administrative geographical unit of Madhya Pradesh state in India situated in the north east part of state bordering with Utter Pradesh, Chattisgarh and Bundelkhand part of Madhya Pradesh. Rewa is the administrative headquarters of the division. Currently the division consist of districts of Rewa, Singrauli, Sidhi and Satna.

The divisional headquarter is located at Kothi area of the city.

### About Rewa City

Rewa is located on the central Vindhya plateau was the capital of the capital of the princely state of Baghelkhand from the beginning of the 17th cent. A.D. (bet.
The name Rewa is a derivative from 'Reva' the Puranik name of the most sacred river Narmada, only next to the Ganga. After independence Rewa became the capital of 'Vindhyan Pradesh'. At present it is a commissioner and an important centre of education and culture of M.P. all over the world it is known for its white Tiger.

The district is bounded on the north by Uttar Pradesh, on the east and southeast by Sidhi, on the south by Shadol, and on the west by Satna. It is part of Rewa division. It has an area of 6,240

Rewa district is divided in to 9 Tehsils named Mangava, Naigarhi, Sirmaur, Jawa, Teonthar, Hanumana, Hujur, Raipur Karchulian and Mauganj, where as Rewa city lies in Hujur Tehsil.

Since this is a limestone belt and coal is found in the nearby districts of Shahdol, Umaria, Sidhi and Singrauli, various cement factories are nearby including in Naubasta, Bela (Satna district) and Bhagwar (Sidhi district) and the Jaypee Group has made a township known as Jaypee Nagar in Rewa.

Asia's biggest cement factory Prism cement (prev. Rasi Cement) produces near Rewa at Satna district. Various Birla Group companies like Vindhya Tele kinks, Birla Ericson Ltd are also there.

4.8 History of Journalism in Rewa Divison

24th Jan. 1887 A.D. turned out to be the day of decade when freedom fighter, Baldev Singh started the publication of a revolutionary newspaper 'Bharat Bhrrata'. This is considered as the torchbearer of Hindi journalism and the owner and first editor of Hindi newspaper in Rewa division.

Initially the newspaper was published every fortnight but later on it became weekly and was published every Friday. In 1910 A.D., publication of 'Shri Shubchintak' broke the long-lasted silence and sun of Rewa division journalism rose again to the horizon of the world. After 10 years of 'Shri Subhchintak', its publication was closed down once and for all. As time turned tables, in 1932 A.D., publication of
"Prakash' was the result of noble deeds of contemporary Maharaja Lt. Shri Gulab Singh Ju Dev as he offered a financial help to the newspaper.

"Prakash' was published weekly as 23" long, 10" wide along three columns from Darbar press Rewa. There was not any newspaper so bold and mind awaking than 'Bharat Bharata' and 'Prakash'. In 1932 A. D. 'Manas Mani' became a co-operative partner of 'Satna' in development of hindi journalism in Bundelkhand. 'Bandhaviya' was also published from Rewa in 1942 just like the recent newspapers. Just before a year of long-awaited independence, on the holy festival of Deepawali, contemporary Chief Minister of Vindhya Pradesh, Pandit Shmbhunath Shukla established the publication of 'Bhaskar' which was the a political weekly. 'Dainik Bhaskar' was started by Shri JagdishChandra Joshi and it was published as daily by the name of 'Sandhya Dainik'. 'Gareeb' was also enlisted as a carrier of political journalism of Rewa division from Rewa. On 13th Jun 1953 in the editorship of J.P. Pandey initially, it was a weekly but afterwards from 4th Dec. 1955, it became daily but couldn’t carry on for long due to lack of financial in 1953, during the 1st half year, two magazines reached readers' desk, namely, 'Vindhya Sandesh' and 'Vindhya Bhumi' which were published every fortnight and other on every three months. These magazines were published by famous literary personality Pandit Vidyianniwaws Mishra from Rewa.

In 1955, Shri Shushil Chandra Dixit took over the editorship of Dainik Jagran and Rewa division Hindi journalism got a strong foundation. Dr. Umesh Dixit started 'Dainik Keerti Kranti' and 'Bolti Diwal' in the year 1981 and 1990 respectively. On 21st Sept. 1955, Pandit Brahma Kumar Sharma started publication of 'Dainik Alok'. ON 19th July 1971, 'Bhandviya Samachar' was published under the editorship of Pt. Jageshwar Prasad Pandey, which is also considered as the newspaper to be printed in teleprinter. In 1985, 'Desh Bandhu' was started from Jabalpur and Satna but later on, it can only be continued from Jabalpur.

In between 1987-93, several national and state level newspapers established their offices in Rewa and gave their sincere efforts in the development of journalism namely as 'Dainik Amirit Sandesh', 'DAinik National', Dainik Nav Swadesh', 'Dainik Bhaskar', Jabalpur in between 1900-2001 several newspapers started Rewa division but only a handful such as 'Dainik Keerti-Kranti' Rewa and Singarauli 'Nav Swadesh'
Satna, 'Dainik Bhaskar'Satna', 'Dainik keerti Prabha' Rewa, 'Dainik Nav Bharat', satna and 'Dainik samay' from sidhi, in between 2005-2010 several newspapers started in Rewa division such as 'Vindhya Sandesh' Rewa, 'Star News' Satna, 'Pragya Taj' Rewa, 'Satya Ganga' Sidhi, were able to establish their identity.

In 2000, new era in the field of journalism, i.e. power of electronic media came into existence in the present time, many news channels are being run at local levels broadcasting the news from Rewa, Sidhi, Satna and Singrouli.