Chapter 1

Introduction

People in India or other third world nations learn about the world events through the mass media rather by direct contact; hence the foreign news coverage of the major newspapers can have great influence on international relations. The rapid expansion of science and technology in the twenty first century made media omnipresent, which is responsible for all positive and negative changes of the society irrespective of geographical location. The flow and structure of international news are the most important factors in shaping the picture of the world in mind. Therefore the scientific study of the flow and structure of international news is important. Usually the foreign desk ranks well below the national desk in a typical Indian news organization. It is not hard to understand the reasons for the bias. News medium's own gatekeeping mechanism and news flow by way of agencies are may be the determining factors. The term gatekeeping has been in vogue as a metaphor to describe the process by which decisions are made about whether or not to allow a particular news report to pass through the "gates" of a news medium into channels of dissemination (Print, Radio, TV or the Internet). In a wider sense, the idea of gatekeeping refers to the power to give or withhold access to different voices of society and is often a locus of conflict.
In the arena of global information flow, the international news agencies have come to acquire an almost hegemonic position. The Indian English newspapers have an over-dependence on Western news agencies for stories from all around the world. This study comes up identifying the various ramifications of this over-dependence on a few International news agencies. The original concept of journalism in India is transformed which rather emphasized on detailed interpretations of events and incisive analyses. The Indian Newspapers’ reliance on the international information services like Reuters, AFP, AP for foreign news and thus carrying the possible implication that these news agencies exercise an agenda setting role and disseminate only those events that have been selected by these agencies. The Indian English newspapers by drawing a sizeable volume of world events directly from the transnational news agencies are providing the people with an imported version of world events.

1.1.1 Unbalanced news flow: A global phenomenon:

“News is the first media product to be effectively commodified for international trade” notes Denis McQuail, 2007. With the rise of global news agencies the internationalization of news was started. This process was further accelerated in the 20th century with the expansion of technology that was stimulated by war, trade, imperialism and industrial development. Now news has become more or less of standardized genre. A news story serves mainly two purposes, either it gives useful information or serves as a means to gratify curiosity and human interest.
A distinctive news story pertaining to conflict, disaster and even progress in South America, might have elicited interest even as far as central Asia. The advent of television has increased the cross-cultural plea of news. Previously foreign news dealt mainly with politics, war, diplomacy, trade and now the scope of international news has expanded and included sport, media and entertainment, finance, fashion and tourism. International news in India and other third world countries is mainly the news stories from North America, Europe and in certain cases the Middle East. The debate on unbalanced global flow of news has been raging for several years. A plethora of empirical studies on imbalance of news illustrated that the news media in all developing countries were heavy importers of news, while audiences in developed countries were supplied with home-produced news, even when it was about foreign events. The lack of autonomy in news production troubled national cultural progress in the countries like India which were often ex-colonies and it limited their full independence and sovereignty. The media in many developed countries are not giving emphasis on foreign news, which anyway is mostly about events in countries that are large, rich or proximate both geographically and culturally. Further, such news used to intently focus on the interests of the receiving country. So, the imbalance in global news flow is a universal phenomenon and concerns both the developing and the developed nations, albeit to varying degrees.

1.1.2 The news flow debate

An outcry from the developing world popularly known as non-aligned movement was that for both hardware and software in the information sector
since there was a reliance on the modernized nations of the North. Developing world also demanded that there were alarmingly disproportionate news flow from the North to South which were seriously impinging upon their own sovereignty and development. In response to non-aligned movement, UNESCO established the International Commission for the Study of Communication problems in 1979. It was chaired by Sean MacBride. The MacBride Commission produced a report titled “Many Voices, One World” which dwelled upon the existing flaws in international communication. It criticized the Western wire services for their lack of reporting on Third World issues (Thussu, 2000: 33). Amongst the 82 recommendations of the report of MacBride Commission presented, it laid a paramount emphasis on the “free flow and a better and wider balanced dissemination of information” (MacBride Commission, 2004: 87). The proposals it presented called for a new world information and communication order abbreviated as NWICO. Accordingly, in 1978 in the 20th Session of the UNESCO General Conference there was the talk of a New World Information and Communication Order (NWICO). The UNESCO debate was focused on what developing countries perceived as a dominant flow of news and information from industrialized countries. The East-West political and ideological rivalry owes the establishment of New World Information and Communication Order (NWICO), which typically dealt with the news flow of non-aligned countries.

In 1970s there was a huge hue and cry in UNESCO General Conference also regarding unequal distribution of news and information. It is now more than four decades have passed on the debate but yet the issues are as relevant in today's world as they were over 40 years ago. A re-
organization of the news exchange systems was being demanded by them as a result of which the system could cater equally and fairly to all. The developing countries urgent need to “preserve their right to cultural identity” is also taken care of in this debate. All through NWICO campaign, erstwhile Soviet Union had strongly supported of the non-aligned states whereas Western Europe and the United States were strongly opposed to the NWICO idea and suspected that it was a conspiracy against them, which resulted in the withdrawal of the United States and the United Kingdom from UNESCO.

An imbalance in the direction, amount and type of information flow between developed and developing countries is the basic premise of NWICO. The imbalance was structured and more precisely can be said to be an obstacle to development in developing countries. In addition it was also raised in the debate that information should be considered as a public resource instead of product or commodity for sale. The significance of NWICO remains in the fact that it is directly stirred by apprehensions regarding media. It came into force to address the dissatisfaction and differences in production and dissemination of media products and also to destroy their main intention to spread Western cultural values. The underlying assumption is that in the 21st century, abundance and use of information is a prime determinant of development. The collection, use of information, processing and dissemination are the major economic undertaking. On the other hand both the erstwhile Soviet Union and The United States used it to fight their ideological and political battles which further outlined the importance of a proper and balanced dissemination of news.
Dennis McQuail points (2000) “Government involvement (in the early 20th century) was quite common. For this reason the main press agencies in the post-war era were North American (UPI and Associated Press), or British (Reuters), French (AFP) or Russian (Tass). Since then the US predominance has declined with the virtual demise of the UPI while other agencies have grown.”

“The three television news agencies that generate much of the international news used by world’s broadcasters are Reuters, World Television News (WTN) and the Associated Press Television News (APTN).”

“It is clear that predominance is shaped by the domestic strength of the media organizations concerned in terms of market size, degree of concentration and economic resources. The English language confers an extra advantage”.

1.1.3 Arguments on dominance of the West in International news flow

The position of a country in the world system is indicated by its share in international news flow. The countries in the core, having more advanced economies, are expected to feature more than countries in the periphery or semi-periphery and accordingly the countries in semi-periphery feature more than those in the periphery. In actual sense, the determinants of foreign news coverage are different from those entertained by the debate about the New World Information and Communication Order (NWICO) on national interest
and media traditions. The third world newspapers are dependent mostly upon Western wire services, have little choice but to print what they get. It is far from clear, if these agencies are the only source used by third world newspapers and more importantly, and the way they structure the news is necessarily identical with that of the news eventually published.

Although the New World Information and Communication Order (NWICO) debate has been going on for years, it is now reaching Western audience. Horton (1978), Rubin (1977), Sussman (1977), Rosenblum (1977, 1979) and Righter (1978, 1979) among others have described some issues in detail. Much of the criticism of the present “order” stressed that structural dependence upon Western agencies results in imbalanced foreign coverage, at the expense of the third world. Righter (1979) explains that “news is heavily biased towards the industrial countries” Horton (1978) argues that “the news flow is too heavily weighed with news about the industrial countries.” Rosenblum (1979) carries the argument one step further and concludes that “in the parts of most third world countries, news items are predominantly from industrialized countries”.

Another dimension of this criticism is the claim that Western media coverage of the world at home is thin and maintains its audience in a state of near ignorance. Rosenblum (1979), for example believes that the United States media coverage of the developing countries has tended to be ill informed and superficial. “Rubin (1977) opines that “Africa has been the most neglected part of the world in terms of correspondents” It is widely believed that ignorance about the world still pervades American society, including
newspapers. Some scholars came out with the fact that main reason of dominance of the West in international news is that Western news agencies control the gathering, processing and distribution of news.

1.1.4 Studies on decline in Foreign News

Even in the US, international news coverage has started declining. As noted by Huffington Post, according to the Pew Research Centre’s recent study of American journalism, 2007, coverage of international events is declining more than any other subject. In the study of 2007, 64% of participating newspaper editors said their papers had reduced the space for international news. ‘In a strict sense, the American media did not in 2007 cover the world,’ says the Pew report. Beyond Iraq, only two countries received notable coverage last year — Iran and Pakistan.

British media have long been regarded as having a standard and wide coverage of international affairs, compared to other less developed nations. As per 3WE’s (Third World & Environment Broadcasting Project) report for 2001, called Losing Reality, suggested that “The international documentary is virtually dead” in Britain. It has found a trend of declining coverage of international issues and an increase in entertainment and “dumbing down”.

Indian media coverage of international news is “non-existent” as per Saeed Naqvi, (2007). “Take the recent Tsunami disaster” he added, “the BBC reporter was anchoring a one hour bulletin from Banda Aceh within a couple of days of the disaster. No Indian journalist managed to reach there”. Even in the Andaman and Nicobar Islands the Indian television companies had no
presence. The television crews managed to reach the islands only after the magnitude of the disaster became apparent.

1.1.5 Media and Conflict

Conflict is considered to be the highest covered topic for international and Indian media as well. In other words, crime and conflict are the two items which vigorously sell in Indian market. The present study thus seeks to find out whether conflict is the most covered criterion in covering Pakistan by Indian media. The news media are capable of influencing antagonists and their actions thus considered a significant force in conflict situation. Whether this influence is constructive or destructive is measured by the nature of journalism presented to the warring sides.

International terrorism has always sought to achieve a very high media profile for its actions. Millions of people all over the world watched the live television coverage of the 11 September 2001 terrorist attacks in New York and Washington. The element of violence in terrorism often seemed secondary to that of dominating newspaper headlines and television coverage. Even in the developed and freer nations, news and information is subject to partiality and unbalanced coverage or just plain omissions of the major issues. While September 11, 2001 terrorist attacks in the United States had increased some world news reporting for a while, in general, for many years coverage of international news has been declining. Previously, in November 1998, U.N. Secretary General, Koffi Annan also highlighted this decline. (And in some countries, while just a few months after the tragedy of
September 11 saw international coverage increase, it began to decline again). So it is extremely apt to note that as the amount of conflict increases, the international coverage also increases.

News media are often very keen in covering conflict because it grabs high attention of readers within a very short time span; conflict is directly proportional to news coverage. Media cover conflict which may be of different types:

**Ethnicity or Tribal conflict:** An Ethnic conflict is a rivalry or a dispute between two groups belonging to different ethnicities. Ethnic conflict can also be between groups of people who identify with one another on the basis of a boundary that distinguishes them from other groups. Racial, tribal, cultural, linguistic, or religious are may be basis on which the boundaries are formed.

**Religious Conflict:** Religious difference is a latent source of conflict. In a heterogeneous society, it is not hard to find out the reason of religious conflict. Here conflict may be of beliefs, doctrines and religious affiliations.

**Political Conflict:** Political Conflict is the source of several other conflicts. In political terms, "conflict" is synonymous to wars, revolutions or other struggles, which may involve the use of force as in the term armed conflict. Political conflict is an interpersonal conflict and its effect is often broader than two individuals involved and can adversely affect many associate individuals and relationships.
Social Conflict: When conflict occurs between individuals and groups within a society it is called social conflict it involves differing amounts of material and non-material resource with the more powerful groups using their power in order to exploit groups with less power.

1.1.6 The Indian media and Pakistan

Today, Indian newspapers have reduced distances, are gone away with national boundaries and time differences and have brought the horrors of terrorism into almost every house around the nation. Indian media can now better be considered as being dominated by the 3C’s (crime, celebrity, and cricket) and the 3S’s (Sex, Sleaze and Scandal) where the accurate media representation of world issues is really tough. Large scale coverage is devoted to Pakistan by Indian media which have continued to cast a shadow over the South Asian region. The Indian press is over-excited to cover issues of Pakistan as this region is often recognized as a high risk conflict zone because of a history of tense relations, border clashes, limited or large scale wars between these two neighbours. India-Pakistan differences show several aspects of the historical enmity ranging from territorial dispute to water issues to security paranoia including demarcation of maritime boundary.

The leading newspapers of India have been found to be quite pertinent in displaying an astonishing interest on matters relating to Pakistan as compared to any other country in its neighbourhood. The regular coverage of the controversy in Pakistan was in sharp contrast to the amount of interest shown in developments in Bangladesh at about the same time. Some
prominent dailies have their own correspondents filing from Pakistan, while
the other newspapers relied mainly on news agency reports, occasionally
published articles and news reports from Pakistani newspapers under special
arrangement.

The prominent Indian national newspapers have attempted to
opinionate the nation in times of war with Pakistan with their print reportage
and visual coverage. Nevertheless, when it comes to covering Pakistan’s
proxy war and terrorism against India, the record of the Indian media is not at
all that promising and commendable as it follows the line adopted by the
Government. However, the criticism applies more to the Indian electronic
medium than the Indian print medium. Indian print media have the advantage
of time in order to present a relatively more balanced reportage, which
crystallizes in the time span between terrorist incidents and their reportage in
print.

On the other hand, there is hardly any objective and balanced
coverage by Indian and Pakistani papers when it comes to the other country.
The Indian media has a fixation with Pakistan and other surrounding
countries. There is hardly any coverage that seeks to analyse the social
dynamics of the South Asian countries, if we discuss the way in which Indian
media covers its neighbourhood. The story which is sensational or affecting
India, will definitely find its way into Indian newspapers. Thus conflict is the
most preferred criterion followed by politics and military and security issues in
covering Pakistan by Indian major dailies. One does not need to go far to find
the reason “why” as all the previous literature suggests that crime and conflict
are the highly saleable products in Indian market. Thus the present research seeks to find out why there is only a negative portrayal of Pakistan mostly by Indian major dailies instead of launching peace projects and conflict prevention strategies in collaboration with the media of both the nations.

1.1.7 Media in Conflict Prevention and Peace building

Indian newspapers should have act like a building block of comprehensive peace building strategy. Fortunately, the prominent national dailies of India are now coming forward with different peace projects to improvise the relationship between the two nations and to resolve the issues of conflict. But the projects are planned and implemented in a relatively ad-hoc manner, with minimal reference to lessons learned from previous initiatives, which may be due to lack of guidelines in this regard. The conflict between India and Pakistan is so vigilant or stark they were in such an environment of pervasive violence that single media strategy is insufficient. An integrated and diverse set of media practices, however, can carry maximum effect. The Indian media have started facilitating dialogue and negotiations between conflicting groups and the projects are also meant in using peacekeeping forces to separate armed factions. By incorporating media strategies, this peace programs can reach and potentially influence a far larger audience.

Role of media in preventing and resolving conflict is called Peace journalism, a term coined by veteran peace researcher Johan Galtung, (1965). Conflict-sensitive and peace journalism came into limelight to teach
accurate, impartial, responsible reporting which should remain a core component of media development. This form of journalism approaches activism and it is intended to focus attention on peace efforts and the search for a nonviolent solution to conflict. An instance can be found from Columbia, where there were both war correspondents and peace correspondents for newspaper *El Tiempo*, and the startling revelation is that peace journalism dominated over war journalism because it was meant to "sell" peace. Thus to maximize the effectiveness of a peace building media program, it should be an integral part of conflict management of planning. The broader media assessment and conflict management of environment should be optional at the outset of any media initiative to ensure the finest use of media money and to avoid duplication of effort.

1.2 Theoretical Framework

1.2.1 Theoretical discourse and research in International Communication

The theory of news values, media imperialism theory and the international media dependency theory can be applied to discuss the international flow of news based on international news coverage in leading Indian newspapers. To discuss the international flow of news, the researcher found these three theories are essentially relevant and so reviewed. And these three are considered of particular significance to the current study.
Specifically, the theory of news value revolves around certain factors that influence the reporting or publication of both foreign and domestic news. Negativity, cultural proximity, wealth, and how elite a nation is, are some of the common determinants of news. In other words, news values are aspects of an event which make that event news worthy from the point of view of a journalist (McQuail 2002:341).

1.2.2 The concept of news values

The question regarding how editors select certain events or topics for publication and discard others is a very important question in journalism research (Reinemann & Hulz 2006:1; Schwarz 2006:45). The question has occupied researchers since the time of Galtung and Rouge (Zuckerman 2004:51) and as others like Atwood and De Beer (2001:489) argue, even earlier. Specifically, the theory of news values revolves around certain factors that influence the reporting or publication of both foreign and domestic news. Negativity, cultural proximity, wealth, and how elite a nation is, are some of the common determinants of news. In other words, news values are aspects of an event which make that event news worthy from the point of view of a journalist (McQuail 2002:341).

1.2.3 News values and ideologies

This section attempts to review the literature underpinning the theory of news values and to form the theoretical framework which includes the study of news sources. News values are the criteria that are used by journalists and
many other media professionals to judge the news stories as newsworthy. Theoretically a list of attributes can be developed in terms of the news values which help to identify both for analysis and definitions of what news is. Galtung and Ruge (1965) brought forward a pioneering list of interrelated determinates that facilitates to identify values in the news. If news satisfied the conditions such as frequency, amplitude, unambiguity, familiarity, predictability, surprise, correspondence, composition, eliteness – of people, eliteness – of nations, personification, negativity then the events are likely to meet the criteria of newsworthiness.

In “The determinations of news photographs” Stuart Hall (1978), suggested two levels of news values, the first as formal and the other as ideological. Formal news values belong to the “world and discourse of the newspaper, to newsmen as a professional group, to the institutional apparatus of news making. Ideological news values belong to the realm of moral political discourse in the society”. In addition to professional ideologies, Hall et al (1978) argue that organisational factors also affect news selection.

Jörgen Westerståhl and Folke Johansson in (1994), suggested a model of news values, the model is specifically meant for foreign news. They postulated ideology in the centre of the news-making process.
Fig: Jörgen Westerståhl and Folke Johansson model of news factors and foreign news (1994), the diagram was taken from In Media Communication, an Introduction to Theory and Process, James Watson (2003).

Jörgen Westerståhl and Folke Johansson (1994) made their formula understandable by explaining it in four grounds – whether an event is dramatic, whether it is considered as important, whether the event is accessible to the reporters, photographers or film makers who wish to turn that events into news, and becoming irrelevant for twenty first century is–proximity: that is in terms of geography, culture and economic and political interdependence. For Jörgen Westerståhl and Folke Johansson drama is the basis of all news stories where Straut Hall (1996) countered it with the argument that violence is the most salient news value. The present study can be correlated with the fact that conflict is the most preferred criterion of covering international news.
In the present study, the researcher attempted to test empirically the hypothesis that foreign news coverage follows proximity as a news determinant. Theory suggested that proximity can be of three kinds Geographic, Cultural, and Economic. Some researches investigated possible relationships between a country’s proximity and international news coverage (Hester, 1971; Larson & Hardy, 1977; Golan & Wanta, 2003). Cultural proximity which can also be termed as cultural affinity was found to be among the highest predictors for a country’s newsworthiness. Golan & Wanta (2003) proposed to measure cultural proximity through the number of immigrants from a particular country. Hester (1971) established cultural affinity to be the determinant of international media coverage. Economic proximity should be measured through the ranking of a nation on the list of economic partners Golan & Wanta (2003), although studies revealed that economic proximity is a debatable factor and may or may not influence foreign news coverage. Ahern (1984) added various other economic and political factors that might account for differences in international coverage. On the other hand, McLean & Pinna (1958) found several evidences for the impact of geographic proximity on international media coverage, they concluded with the statement that the further the physical distance to the nation, the less interest in news coverage the viewer would express.

The present work focuses on studying the coverage of foreign news by the Indian national dailies, where it needed to explore three linked features of news production – gatekeeping, agenda setting and news values. In an article ‘The “Gatekeepers”: a case study in the selection of news’, published in Journalism Quarterly, 27, 1950, David M. White suggests that the operation of
the gatekeeping and agenda setting depends upon the demands of the third, which in turn regulates the conventions of news presentation. Gatekeeping is about opening or closing the channels of communication. It is about accessing or refusing access.

1.2.4 Media Imperialism Theory

Another theory which is extremely relevant to the current context of research is Media Imperialism theory, the dominance of Big Four or Western News Agencies encompassed in the theory of media imperialism. Boyd Barett (1980) postulated the theory, who stated that media imperialism is “the process whereby the ownership, structure, distribution or content of the media in any one country are singly or together substantial external pressures from the media interests of any other country or countries without proportionate reciprocation of influence by the country so affected”. To elaborate the concept, information streams flow from one bloc of nations to other but not vice versa, thus it typically talks about unidirectional news flow. Actually information flows from the developed and modernized states to the developing ones. Reuters, AP and AFP, headquartered in London, New York and Paris respectively are considered to be the major exporters or wholesaler of news; as it is found that media are inextricably entwined with cultural processes, the distinction between media imperialism and cultural imperialism is shadowy. Tomlinson, (1991), states that the media imperialism is one of the dimensions by which the culture dominates the other. Here it is not be investigated in detail as it is beyond the scope of this present research and the focus shall be on the way in which transnational news agencies
subordinate the information apparatuses of other developing countries and legitimate their supremacy. The present study also proves whether the information inequities between the developed and developing countries i.e. the major issues raised in the media imperialism theory remain pertinent in contemporary times or not.

1.3. Objectives of the study

1. To estimate the total news hole devoted to foreign news.

2. To find out the news space devoted to Pakistan.

3. To know the categories of Pakistan news covered.

4. To assess the editorial space provided to the issues related to Pakistan.

5. To examine the pictorial coverage including cartoons.

6. To identify the sources of news in order to know the aspect of objectivity of coverage.

7. To review the reader feedback, both positive and negative, in the form of letter to the editor.

8. To analyze the media provided support strategies to resolve the core issues of conflict.
1.4 Hypothesis of the study

1. Conflict is the most preferred criterion of the coverage of Pakistan by Indian newspaper.

2. The Indian newspaper depends heavily upon Western news agencies for the coverage of Pakistan.

3. As the level of conflict increases the international news coverage also increases.

4. Cricket, diplomatic exchange and apprehensions about military roles dominate the news from Pakistan

1.6 Profile of the newspapers

1.6.1 The Times of India

The Times of India (TOI) is the prominent English broadsheet in India, owned and managed by Bennett, Coleman & Co. Ltd. (The Times Group), by the Sahu Jain family. It is the highest circulated English-language newspaper in India, certified by Audit Bureau of Circulations (ABC). In 2008, the newspaper reported (with a circulation of over 3.14 million) as the 8th largest selling newspaper in any language in the world. As per the Indian Readership Survey (IRS), 2012, The Times of India is the widely read English newspaper in India with a readership of 7.643 million. With 159 million page views in May 2009, TOI Online is the world’s most-visited newspaper website according to
ComScore. *The Hindu* and *The Hindustan Times* are its main rivals and competitors which hold second and third position by circulation.

**A brief history:**

*The Times of India* was founded on November 3, 1838 as *The Bombay Times and Journal of Commerce*, during the British Raj. *The Bombay Times and Journal of Commerce* was launched as a bi-weekly edition, first it was published in every Saturday and Wednesday. The daily editions of the newspaper were started from 1850 and the *Bombay Times* was renamed as *The Times of India* in 1861. Today *The Times of India* Group is the largest media services conglomerate in India, reaches turnover in excess of USD 700 million.

**Supplements:**

*The Times of India* comes with several city-specific supplements:


**Other regular supplements include:**

*Times Life* (Sundays) – Times Life is the supplement which is feature driven
Education Times (Mondays) – Education Times caters the needs of ever-expanding student community and learning experience, as a career guidance, counsellor and adviser.

Times Ascent (Wednesdays) – Editorial of Times Ascent concentrates on human resource expansion, growth and the impact and implications on business and society.

What's Hot (Fridays) – Focus on latest happenings/events. Special pages created for channels and details of programmes

Times Wellness (Saturdays) – It comes up with solutions to health issues and guidance to better living

Rouge (Saturdays) – Concentrates on women's interest areas.

ZIG WHEELS – ZigWheels.com is an automotive website reviewing, discussing, features and interviews on Indian vehicles.

The Times of India Group reaches out from:

- 11 publishing centres
- 15 printing centres
- 55 sales offices
- Over 7000 employees
- 2 lead magazines

- 29 niche magazines

- 32 Radio Stations

- 2 Television News Channels

- 1 Television Life Style Channel

- Reaching 2468 cities and towns

- 5 dailies including two of the largest in the country

[Source: http://en.wikipedia.org/wiki/The_Times_of_India (retrieved on 16th August 2011)]

1.6.2 The Hindu

The Hindu is an Indian English-language daily newspaper, with a circulation of 1.45 million- as of December 2009, as per ABC. According to the Indian Readership Survey in 2012, The Hindu is the third most widely read English newspaper in India (after the Times of India and Hindustan Times) with a readership of 2.2 million people. The Hindu was first published in 1878 as a weekly, and became a daily in 1889. In 1995, The Hindu became the first Indian newspaper to offer an online edition. The newspaper is published in the city of Chennai, formerly called Madras. It is widely regarded as being left-leaning and having high standards. The newspaper is attributed for using
colour printing first time in India and innovative use of computers in production. On 15 August 2009, the 130-years old newspaper; The Hindu launched the beta version of its redesigned website; on June 24, 2010 the beta version of the website went fully live.

**Background:**

The first issue of The Hindu was published on September 20, 1878, by a group of six young men, led by G. Subramania Aiyer. The Hindu is a family-run newspaper, headed by G. Kasturi from 1965 to 1991, N. Ravi from 1991 to 2003 and N. Ram, from 27 June 2003 to 18 January 2012. The present editor of The Hindu is Siddharth Varadarajan. Other family members, including Nirmala Lakshman, Malini Parthasarathy, Nalini Krishnan, N Murali, K Balaji, K Venugopal and Ramesh Rangarajan are directors of The Hindu and its parent company Kasturi and Sons.

**Achievements:**

The Hindu has many firsts in India to its credit, which includes:

1940 - First to introduce colour

1963 - First to own fleet of aircraft for distribution

1969 - First to adopt facsimile system of page transmission

1980 - First to use computer aided photo composing
1986 - First to use satellite for facsimile transmission

1994 - First to adopt wholly computerized integration of text and graphics in page make-up and remote imaging

1995 - First newspaper to go on Internet

Supplements and features:

Mondays - Metro Plus, Business Review

Tuesday - Young World, Education, Book Review, Improve Your English

Wednesdays - Job Opportunities

Thursdays - Metro Plus, Science, Engineering, Technology & Agriculture,

Friday - Friday Features

Saturday - Metro Plus Weekend

Sunday - Weekly Magazine, Open Page, Literary Review

Daily features - This day that age, Religion, The Hindu Crossword

[Sources: http://en.wikipedia.org/wiki/The_Hindu (retrieved on 16th August 2011)]
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